TechLife NEWS

Apr 27, 2024

APPLE'S ECOSYSTEM

FROM PLAYGROUNDS TO UNIVERSITY LABS

NETFLIX EXPANSION

ANOTHER STRONG SHOWING TO BEGIN 2024

MODERATION

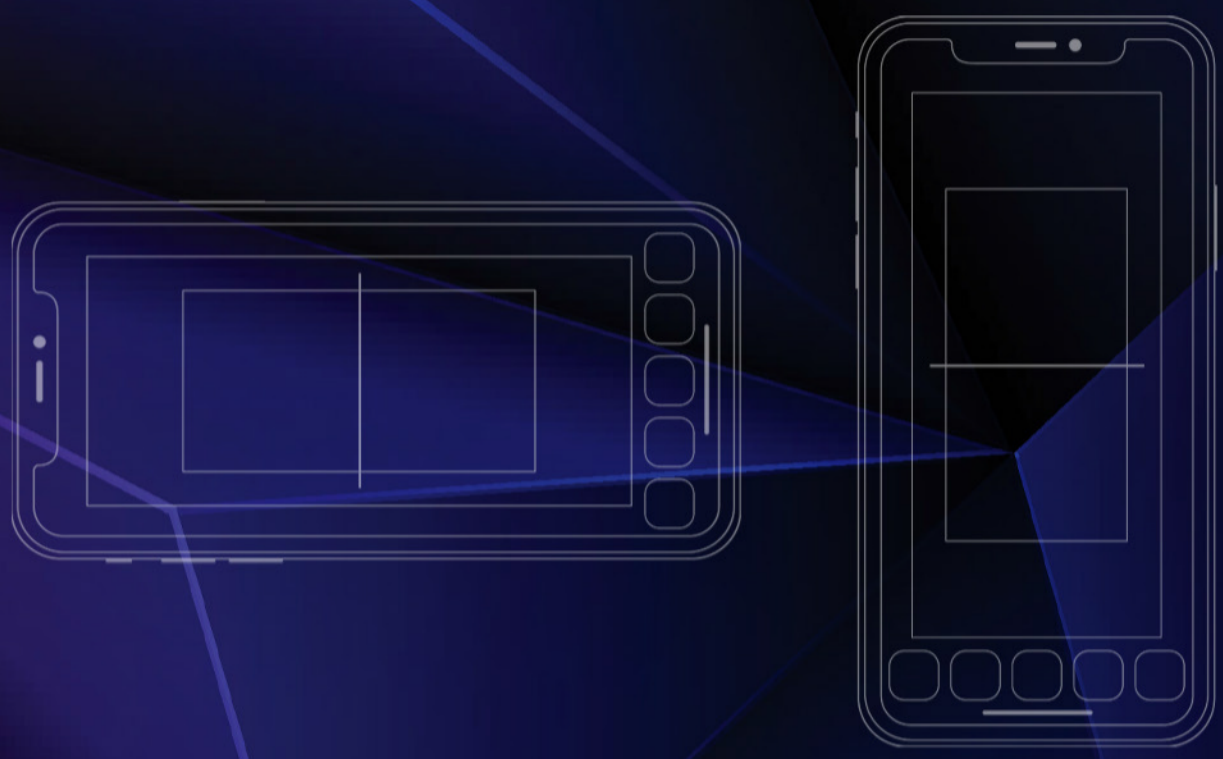
TRUST AND SAFETY EXEC TALKS ABOUT AI CONTENT

9:41
PhotoArt
photoart.com
Dec 19, 2020
SLR, DSLR
64Mp Tech
After Effects
Elements
Photo &
Graphic
Plugins
the art to create from white to dark, compelling images
Black & White
Single Issue
Subscribe
Home
Previous Editions
Collection
Breaking News
9:41
Fashion
Week
$6.99
Summer - New York
popular aesthetic expression
clothing, footwear, lifestyle, accessories, makeup
trends
A fashion week is a fashion industry event, lasting approximately one week, where fashion designers, brands or "houses" display their latest collections in runway fashion shows to buyers and the media. These events influence trends for the current and upcoming seasons. The most prominent fashion weeks are held in the fashion capitals of the world; New York, London, Milan, and Paris, or the "Big Four" which receive the majority of press coverage.
Single Issue
Subscribe
Home
Previous Editions
Collection
Breaking News
Share

PublishChannel provides the most well-designed app solution to make your publication independent, offering a powerful channel for subscriptions worldwide.

And you keep all revenues directly from App Store™ sales.

Our exclusive design offers a state-of-the-art user interface that is highly interactive with engaging links to web content, video platforms, apps, podcasts, and more. Your app is fully integrated with the production process, seamless in your workflow.



Designed for

Magazines | Newspapers | News Channels | Video Channels

PublishChannel

The World-Class Solution for Publishing

Visit www.publishchannel.com

Luminar 4

Perfect Photo, Sucky Skies?

AI-powered Sky Replacement - Perfection in Seconds

© Sherwin Magsino

Say Goodbye to Bland and Boring Skies

Get Luminar 4, powered by new and innovative technologies like Accent AI and AI Sky Replacement. Instantly replace skies to change the mood of your photo. No complicated masking or brushes required!

Wherever your creative vision takes you, Luminar has the tools, smarts and style to help you achieve your absolute best.
Your Photography. Elevated.

Grab a copy at l.skylum.com/applemag
Use promo code **APPLEMAG** for $10 off your purchase

©2020 Skylum Software USA, Inc. All rights reserved.

SKYLUM Apple Magazine
OFFICIAL PARTNERS

SUMMARY

AS BIDEN CELEBRATES COMPUTER CHIP FACTORIES, VOTERS WAIT FOR THE... **06**

FTC SENDS $5.6 MILLION IN REFUNDS TO RING CUSTOMERS AS PART OF VIDEO... **20**

ORACLE'S LARRY ELLISON SAYS PLANNED NASHVILLE CAMPUS WILL BE... **28**

US GROWTH SLOWED SHARPLY LAST QUARTER TO 1.6% PACE, REFLECTING AN... **36**

APPLE SET TO UNVEIL NEW IPADS AT "LET LOOSE" EVENT ON MAY 7 **48**

APPLE PULLS WHATSAPP AND THREADS FROM APP STORE ON BEIJING'S ORDERS **56**

EDUCATION - THE APPLE ECOSYSTEM FROM PLAYGROUNDS TO UNIVERSITY LABS **64**

BOEING POSTS A $355 MILLION LOSS AS THE PLANE MAKER TRIES TO DIG OUT... **90**

NETFLIX NOW HAS NEARLY 270 MILLION SUBSCRIBERS AFTER ANOTHER... **100**

THE SUMMER AFTER BARBENHEIMER AND THE STRIKES, HOLLYWOOD CHARTS... **110**

INSIDER Q&A: TRUST AND SAFETY EXEC TALKS ABOUT AI AND CONTENT... **124**

WALL STREET IS LOOKING TO TESLA'S EARNINGS FOR CLUES TO MUSK'S PLAN TO... **134**

SENATE PASSES BILL FORCING TIKTOK'S PARENT COMPANY TO SELL OR FACE BAN... **146**

TIKTOK MAY BE BANNED IN THE US. HERE'S WHAT HAPPENED WHEN INDIA DID IT **156**

WHAT YOU NEED TO KNOW ABOUT WRAPPING YOUR CAR **164**

OLYMPIC ORGANIZERS UNVEIL STRATEGY FOR USING ARTIFICIAL INTELLIGENCE... **176**

MICROSOFT & AMAZON FACE SCRUTINY FROM UK COMPETITION WATCHDOG... **184**

TENSIONS BETWEEN BEIJING AND WASHINGTON ARE THE BIGGEST WORRY FOR... **190**

US ADVANCES REVIEW OF NEVADA LITHIUM MINE AMID CONCERNS OVER... **198**

AS BIDEN CELEBRATES COMPUTER CHIP FACTORIES, VOTERS WAIT FOR THE PROMISED PRODUCTION TO START

Image: Evan Vucci

President Joe Biden has a great economic story to tell voters a decade from now, less so in 2024.

On Thursday, the Democratic president will head to upstate New York to celebrate Micron Technology's plans to build a campus of computer chip factories made possible in part with government support. But the initial phase of the project would open the first plant in 2028 and the second plant in 2029, with more time expected for the next two factories to be completed.

Staring down a rematch with Republican Donald Trump, Biden is asking voters to believe in a vision for the U.S. economy that is still largely a promise. This at a moment when voters are most worried about enduring pressures from high inflation, which have led most to rate Biden poorly on the economy.

Biden is campaigning on the future, just as Trump, the former president, taps into a past when U.S. manufacturing was the world standard. The Democrat is trying to convince voters to think about how historians will later recall his presidency.

"We're going to look back on this 20 years from now and be talking about what a revolutionary period this was for the country," Biden told unionized electricians last week. "We're going to make a real gigantic difference."

It's a unique message in an era of near-instant gratification. Compared to when Biden began in politics in the 1970s, people can immediately stream music and videos on their smart phones, order a pizza with finger swipe or text a friend thousands of miles away.

Image: Evan Vucci

Image: Steve Helber

Trump, for his part, is telling voters that Biden's policies will hurt jobs tied to making gasoline-powered autos and ultimately send work to China. On Tuesday, he vented about how the rising value of the dollar against foreign currencies would hobble U.S. manufacturing by making American-made goods too costly.

"It sounds good to stupid people, but it is a disaster for our manufacturers and others," Trump posted on Truth Social. "They are actually unable to compete and will be forced to either lose lots of business, or build plants, or whatever, in the 'smart' Countries."

The former president at a recent Pennsylvania rally lamented the loss of factory jobs that once made the United States "the greatest country in the history of the world," saying that the country has since "lost its confidence, willpower and sight."

The Biden administration helped jumpstart the Micron project by agreeing to provide $6.1 billion in government support that will also cover a memory chip factory in Idaho that would be operating in 2026. The money also helps pay for the first two factories in Clay, New York, but not the second pair to be opened later. The funding is part of the 2022 CHIPS and Science Act that, along with the administration's funding for renewable energy projects, has boosted factory construction spending to record levels.

There are also factories planned by Intel in Arizona and Ohio, TSMC in Arizona, Samsung in Texas and other chipmakers. Their efforts will power artificial intelligence and electric vehicles, among other technologies that Biden believes will cement America's position as the world's

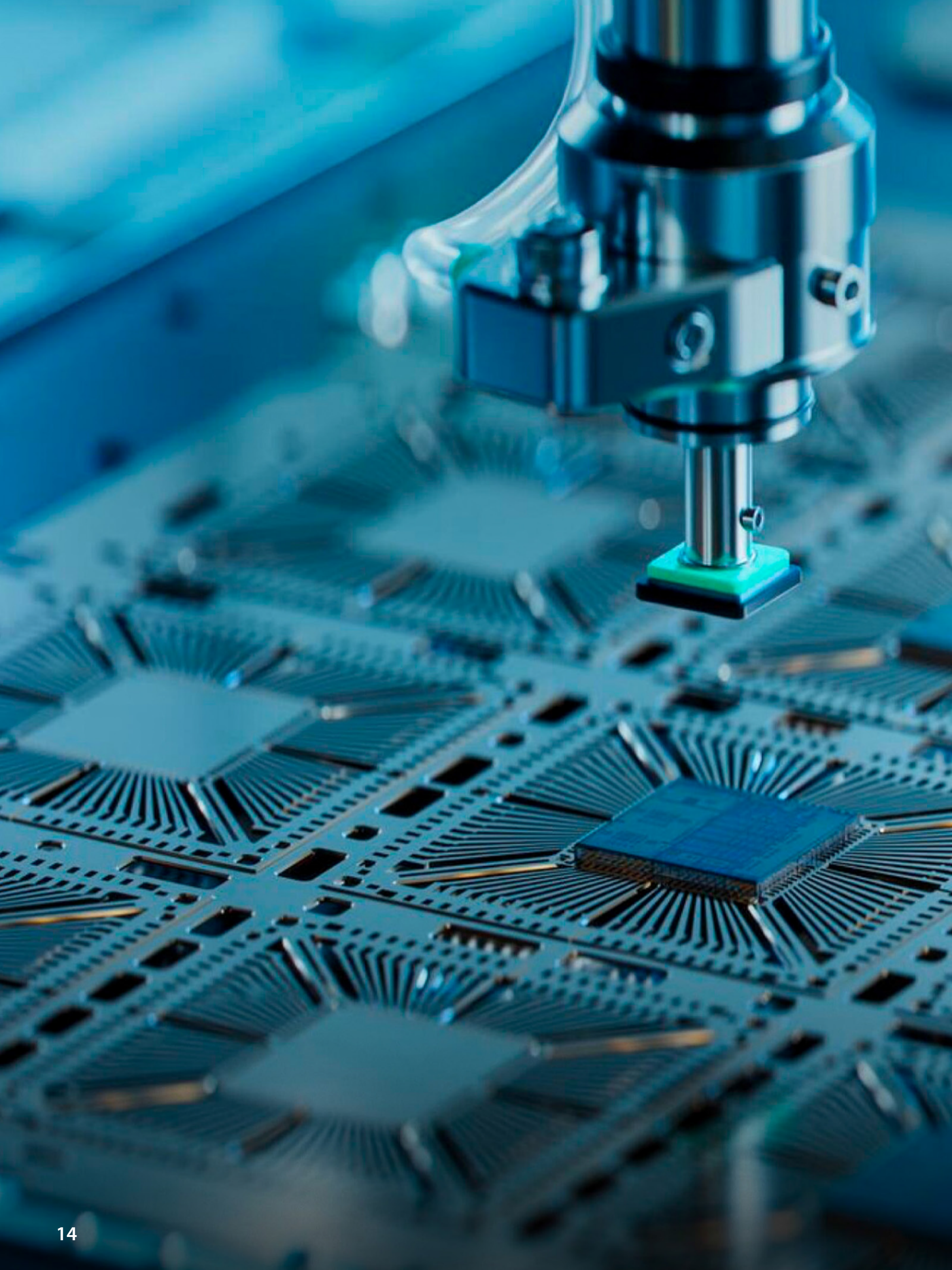
largest economy. Biden has gone to Arizona and Ohio to celebrate chip factories and previously went to New York in 2022 for the Micron project.

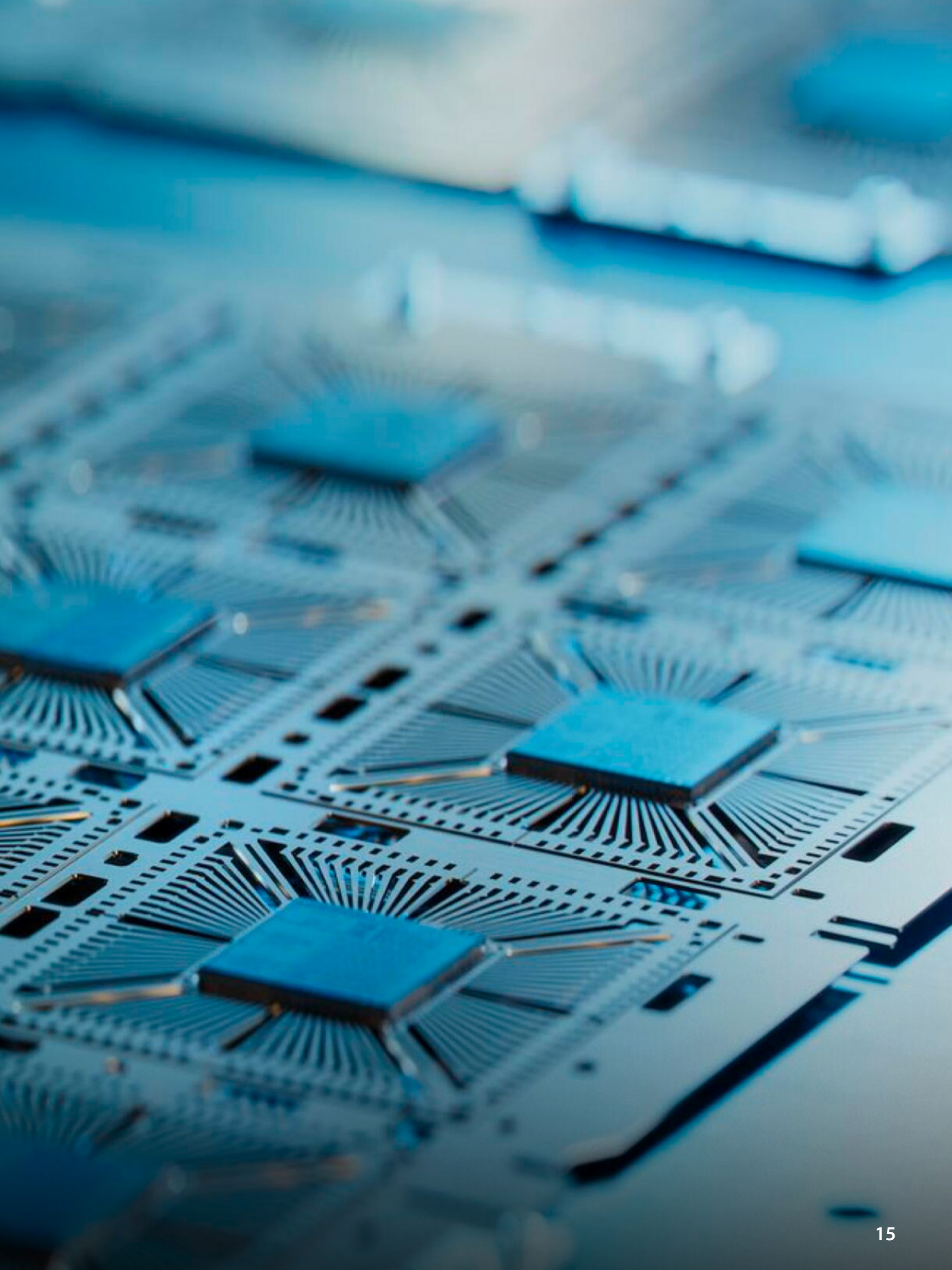
For decades, voters have heard politicians pledging a manufacturing boom without much to show for it. Factory employment peaked in the late 1970s and has steadily drifted downward because of automation, outsourcing to cheap countries and the closures that come with each recession.

In celebrating the Micron project, New York Sen. Chuck Schumer, D-New York, noted that Trump, while president, famously told voters that electronics maker Foxconn would open a sprawling set of factories in Wisconsin.

At the time, Trump took a victory lap, saying that the Taiwan-headquartered company would be bringing manufacturing jobs to the United States.

Image: Dita Alangkara





THE PRESIDENT OF THE UNITED

"I will tell you they wouldn't have done it here, except that I became president, so that's good," Trump said in June 2018.

That project notoriously flamed out, feeding a sense of cynicism about what the government can do. Microsoft agreed in 2023 to buy the land for a data center after Foxconn failed to deliver on its 13,000 promised jobs.

Schumer said an interview that voters will find that this time is different, predicting they will see the United States as pulling ahead of China on the technologies that are essential for national security and economic growth, allowing more jobs and needed technology to stay in America.

"We want to be proud of our economy and there was too much of a feeling that we were losing out to China and other countries," Schumer said.

Image: Jacquelyn Martin

PLAY YOUR FAVORITES

Stream more than 15,000 episodes of your favorite daytime, primetime and late night CBS shows, catch up on classic hits or enjoy exclusive CBS All Access Original Series.

WATCH IT LIVE

Watch live sports, shows and news at home or on-the-go with your local CBS station, CBSN, CBS Sports HQ and ET Live 24/7.

CBS CBSN CBS SPORTS HQ ET LIVE

OBCESS OVER ORIGINALS

Get hooked on critically-acclaimed CBS All Access Original Series.

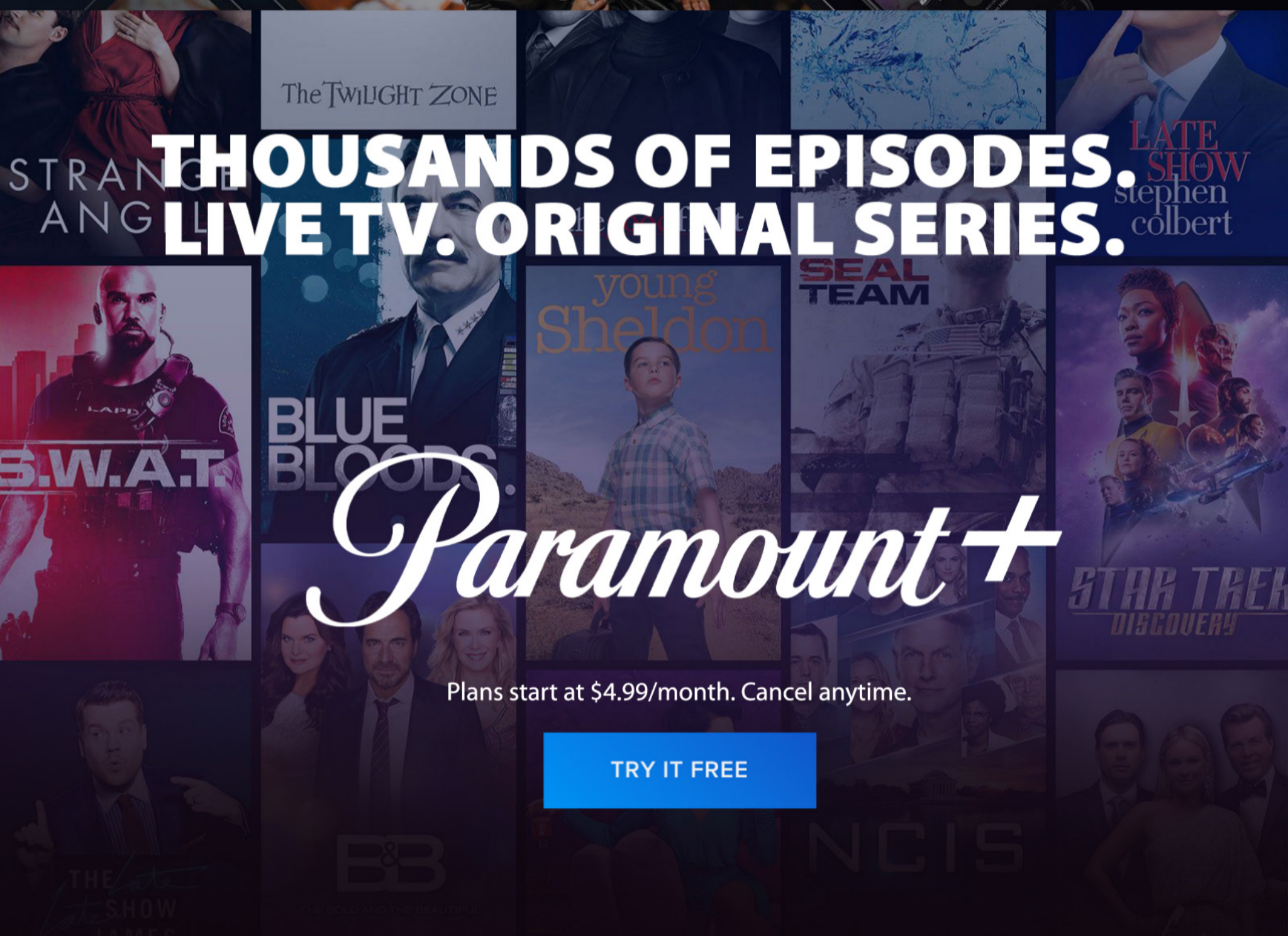
STREAM ACROSS SCREENS

It's easier than ever to watch on your phone, tablet, desktop or streaming media player.

iPad iPhone tv android chromecast firetv

LG PS4 Roku SAMSUNG VIZIO XBOX ONE

xfinity



THOUSANDS OF EPISODES. LIVE TV. ORIGINAL SERIES.

Paramount+

Plans start at $4.99/month. Cancel anytime.

TRY IT FREE

COMMISSION
FEDERAL

FTC SENDS $5.6 MILLION IN REFUNDS TO RING CUSTOMERS AS PART OF VIDEO PRIVACY SETTLEMENT

The Federal Trade Commission is sending more than $5.6 million in refunds to consumers as part of a settlement with Amazon-owned Ring, which was charged with failing to protect private video footage from outside access.

In a 2023 complaint, the FTC accused the doorbell camera and home security provider of allowing its employees and contractors to access customers' private videos. Ring allegedly used such footage to train algorithms without consent, among other purposes.

Ring was also charged with failing to implement key security protections, which enabled hackers to take control of customers' accounts, cameras and videos. This led to "egregious violations of users' privacy," the FTC noted.

The resulting settlement required Ring to delete content that was found to be unlawfully obtained, establish stronger security protections and pay a hefty fine. The FTC says that it's now using much of that money to refund eligible Ring customers.

According to a notice, the FTC is sending 117,044 PayPal payments to impacted consumers who had certain types of Ring devices — including indoor cameras — during the timeframes that the regulators allege unauthorized access took place.

Eligible customers will need to redeem these payments within 30 days, according to the FTC — which added that consumers can contact this case's refund administrator, Rust Consulting, or visit the FTC's FAQ page on refunds for more information about the process.

In a statement, Ring said that bad actors took emails and passwords that were "stolen from other companies to unlawfully log into Ring accounts of

certain customers" who used the same credentials on multiple sites back in 2019 — adding that the company promptly addressed this by notifying those it discovered to be "exposed in a third-party, non-Ring incident" and taking action to protect impacted accounts.

Ring did not immediately address the FTC's allegations of employees and contractors unlawfully accessing footage.

Earlier this year, the California-based company separately announced that it would stop allowing police departments to request doorbell camera footage from users, marking an end to a feature that had drawn criticism from privacy advocates.

Your Florida dream house can be a lifetime investment.

RALISTO

Beyond the Real Estate Closing

I'm here to assist you.

+1 (407) 413-4292 | karin@ralisto.com

ORACLE'S LARRY ELLISON SAYS PLANNED NASHVILLE CAMPUS WILL BE COMPANY'S 'WORLD HEADQUARTERS'

Oracle Corp.'s planned campus in Nashville, Tennessee, will serve as the business software giant's world headquarters, placing it in a city that's a center for the U.S. health care industry, company Chairman Larry Ellison said.

Ellison spoke about Oracle's plans for its Nashville offices during a conversation about health care technology with former U.S. Sen. Bill Frist at the Oracle Health Summit on Tuesday.

In 2021, a Tennessee panel approved $65 million in state incentives for Oracle, with the company planning to bring 8,500 jobs and an investment topping $1 billion to Nashville over a decade.

ORACLE

Then-Mayor John Cooper's office announced that the company, currently based in Austin, Texas, planned to build the new campus with 1.2 million square feet (111,400 square meters) of office space. In 2020, Oracle announced it was moving its headquarters from its longtime home in Redwood City, California, to Texas.

Frist, a doctor and businessman, asked Ellison why Nashville was chosen. Ellison, whose company bought electronic medical records company Cerner in 2022, called the city "a health center."

"We're moving this huge campus, which will ultimately be our world headquarters," Ellison said. "We're moving that to Nashville."

Ellison then joked that he "shouldn't have said that."

According to the Nashville Health Care Council, Tennessee's capital city has more than 900 companies with 550,000 employees working in the health care industry. HCA Healthcare and Change Healthcare are among the large companies based in the growing city.

Ellison, who is also the company's chief technology officer, said Oracle wants to be part of a community where people want to live. He said the city "ticked all the boxes" in employee surveys.

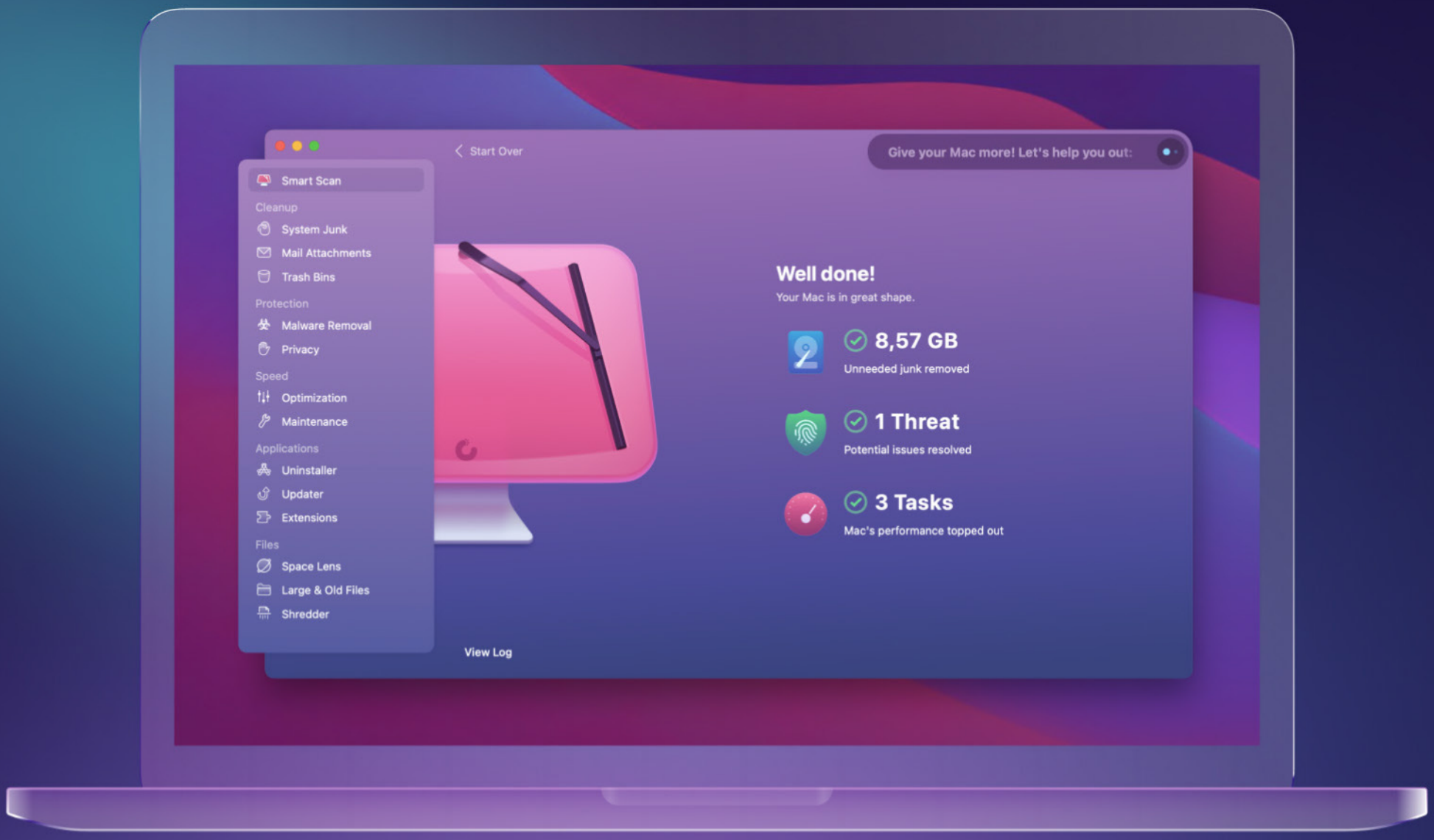
"Nashville is a fabulous place to live," Ellison said. "It's a great place to raise a family. It's got a unique and vibrant culture .... It's the center of the industry we're most concerned about, which is the health care industry."

The Nashville mayor's office said in 2021 that Oracle paid $254 million for 60 acres (24 hectares) in downtown Nashville and offered $175 million upfront for public infrastructure, including a pedestrian bridge over the Cumberland River, environmental cleanup, a sewer pump station and a riverfront park.

Ellison said plans for the riverfront campus include a community clinic, a concert venue, a hotel and a restaurant.

Nashville Mayor Freddie O'Connell said his office has been actively engaged with Oracle since he was elected last year, "and it's been clear that they intended to enhance the level of activity at their River North campus."

"We are a complete city that also checks the box for business," O'Connell said in a statement.



CleanMyMac X

Your Mac.
As good as new.

Learn More

Coca-Cola store

FREE SHIPPING
ON ALL COKE STORE ORDERS OVER $60!

www.cokestore.com

US GROWTH SLOWED SHARPLY LAST QUARTER TO 1.6% PACE, REFLECTING AN ECONOMY PRESSURED BY HIGH RATES

The nation's economy slowed sharply last quarter to a 1.6% annual pace in the face of high interest rates, but consumers — the main driver of economic growth — kept spending at a solid pace.

Thursday's report from the Commerce Department said the gross domestic product — the economy's total output of goods and services — decelerated in the January-March quarter from its brisk 3.4% growth rate in the final three months of 2023.

A surge in imports, which are subtracted from GDP, reduced first-quarter growth by nearly 1 percentage point. Growth was also held back by businesses reducing their inventories. Both those categories tend to fluctuate sharply from quarter to quarter.

By contrast, the core components of the economy still appear sturdy. Along with households, businesses helped drive the economy last quarter with a strong pace of investment.

The import and inventory numbers can be volatile, so "there is still a lot of positive underlying momentum," said Paul Ashworth, chief North America economist at Capital Economics.

The economy, though, is still creating price pressures, a continuing source of concern for the Federal Reserve. A measure of inflation in Friday's report accelerated to a 3.4% annual rate from January through March, up from 1.8% in the last three months of 2023 and the biggest increase in a year. Excluding volatile food and energy prices, so-called core inflation rose at a 3.7% rate, up from 2% in fourth-quarter 2023.

From January through March, consumer spending rose at a 2.5% annual rate, a solid pace though down from a rate of more than 3% in each of the previous two quarters. Americans' spending on services — everything from movie tickets and restaurant meals to airline fares and doctors' visits — rose 4%, the fastest such pace since mid-2021.

But they cut back spending on goods such as appliances and furniture. Spending on that category fell 0.1%, the first such drop since the summer of 2022.

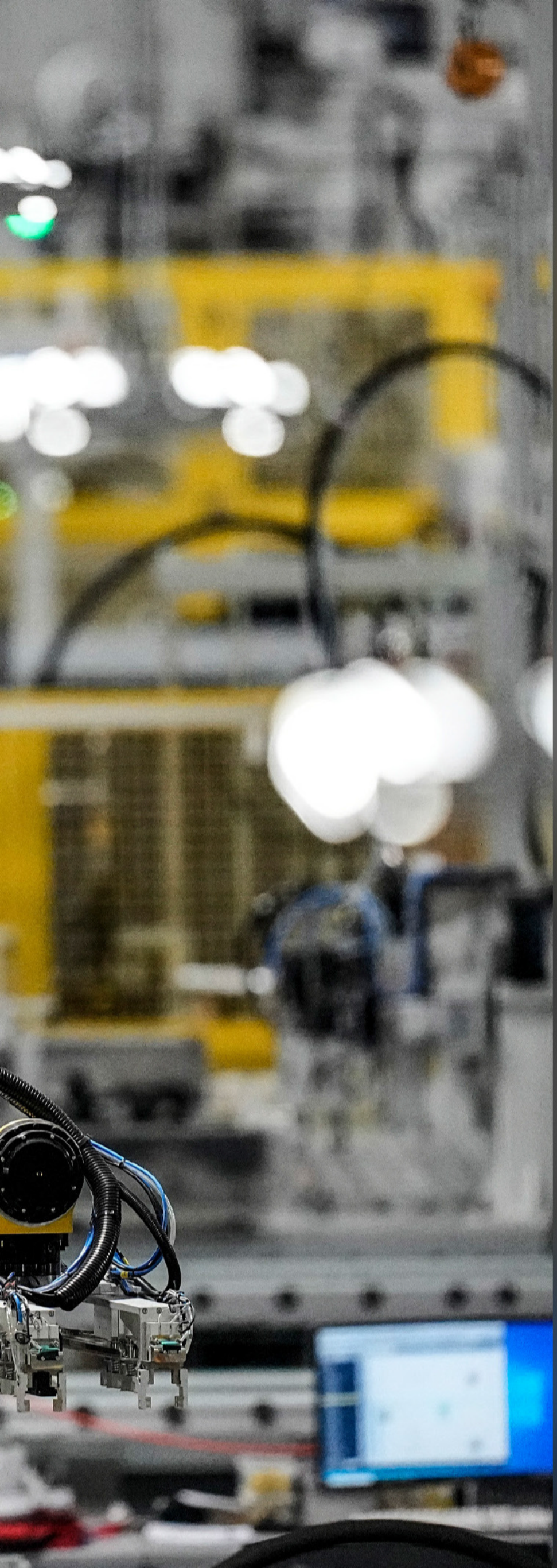
Gregory Daco, chief economist at the tax and consulting firm EY, noted that the underlying economy looks solid, though it's slowing from last year's unexpectedly fast pace. The rise in imports that accounted for much of the drop in first-quarter growth, he noted, is "a sign of solid demand" by American consumers for foreign goods.

Still, Daco said that the economy's "momentum is cooling."

"It's unlikely to be a major retrenchment," he said, "but we are likely to see cooler economic momentum as a result of consumers exercising more scrutiny with their outlays."

The state of the U.S. economy has seized Americans' attention as the election season has intensified. Although inflation has slowed sharply from a peak of 9.1% in 2022, prices remain well above their pre-pandemic levels.

Republican critics of President Joe Biden have sought to pin responsibility for high prices on Biden and use it as a cudgel to derail his re-election bid. And polls show that despite the healthy job market, a near-record-high stock



market and the sharp pullback in inflation, many Americans blame Biden for high prices.

Last quarter's GDP snapped a streak of six straight quarters of at least 2% annual growth. The 1.6% rate of expansion was also the slowest since the economy actually shrank in the first and second quarters of 2022.

The economy's gradual slowdown reflects, in large part, the much higher borrowing rates for home and auto loans, credit cards and many business loans that have resulted from the 11 interest rate hikes the Fed imposed in its drive to tame inflation.

Even so, the United States has continued to outpace the rest of the world's advanced economies. The International Monetary Fund has projected that the world's largest economy will grow 2.7% for all of 2024, up from 2.5% last year and more than double the growth the IMF expects this year for Germany, France, Italy, Japan, the United Kingdom and Canada.

Businesses have been pouring money into factories, warehouses and other buildings, encouraged by federal incentives to manufacture computer chips and green technology in the United States. On the other hand, their spending on equipment has been weak. And as imports outpace exports, international trade is also thought to have been a drag on the economy's first-quarter growth.

Kristalina Georgieva, the IMF's managing director, cautioned last week that the "flipside" of strong U.S. economic growth was that it was "taking longer than expected" for inflation to reach the Fed's 2% target, although price pressures have sharply slowed from their mid-2022 peak.

Inflation flared up in the spring of 2021 as the economy rebounded with unexpected speed from the COVID-19 recession, causing severe supply shortages. Russia's invasion of Ukraine in February 2022 made things significantly worse by inflating prices for the energy and grains the world depends on.

The Fed responded by aggressively raising its benchmark rate between March 2022 and July 2023. Despite widespread predictions of a recession, the economy has proved unexpectedly durable. Hiring so far this year is even stronger than it was in 2023. And unemployment has remained below 4% for 26 straight months, the longest such streak since the 1960s.

Inflation, the main source of Americans' discontent about the economy, has slowed from 9.1% in June 2022 to 3.5%. But progress has stalled lately.

Though the Fed's policymakers signaled last month that they expect to cut rates three times this year, they have lately signaled that they're in no hurry to reduce rates in the face of continued inflationary pressure. Now, a majority of Wall Street traders don't expect them to start until the Fed's September meeting, according to the CME FedWatch tool.

Gemini 2

The intelligent duplicate file finder

Learn more >

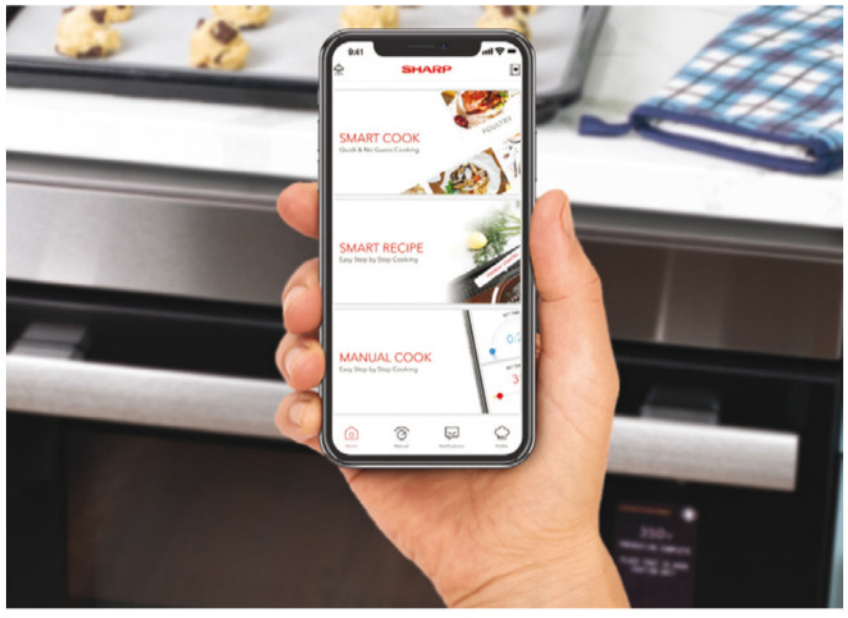
SHARP | Simply Better Living

SUPERSTEAM+™ BUILT-IN WALL OVEN

SSC2489DS

The Sharp® SuperSteam+ Built-In Wall Oven is the start of a cooking revolution. With Wi-Fi enabled IoT features, the innovations within this steam oven are a perfect match for modern cooking needs.

While regular steam only reaches 212°F, the SuperSteam+ oven can create superheated steam up to 485°F. Steam this hot can roast meats and caramelize sugars so your food can be brown and crispy on the outside, tender and juicy on the inside. With the Sharp SuperSteam+ Oven, you can grill without smoke, roast without drying, and get the roasty-toasty, tasty results you desire.



SEE FOR YOURSELF

Get started right away with built-in recipes and download the Sharp SuperSteam+ Oven app* to enable the smart features and access custom recipes powered by SideChef.

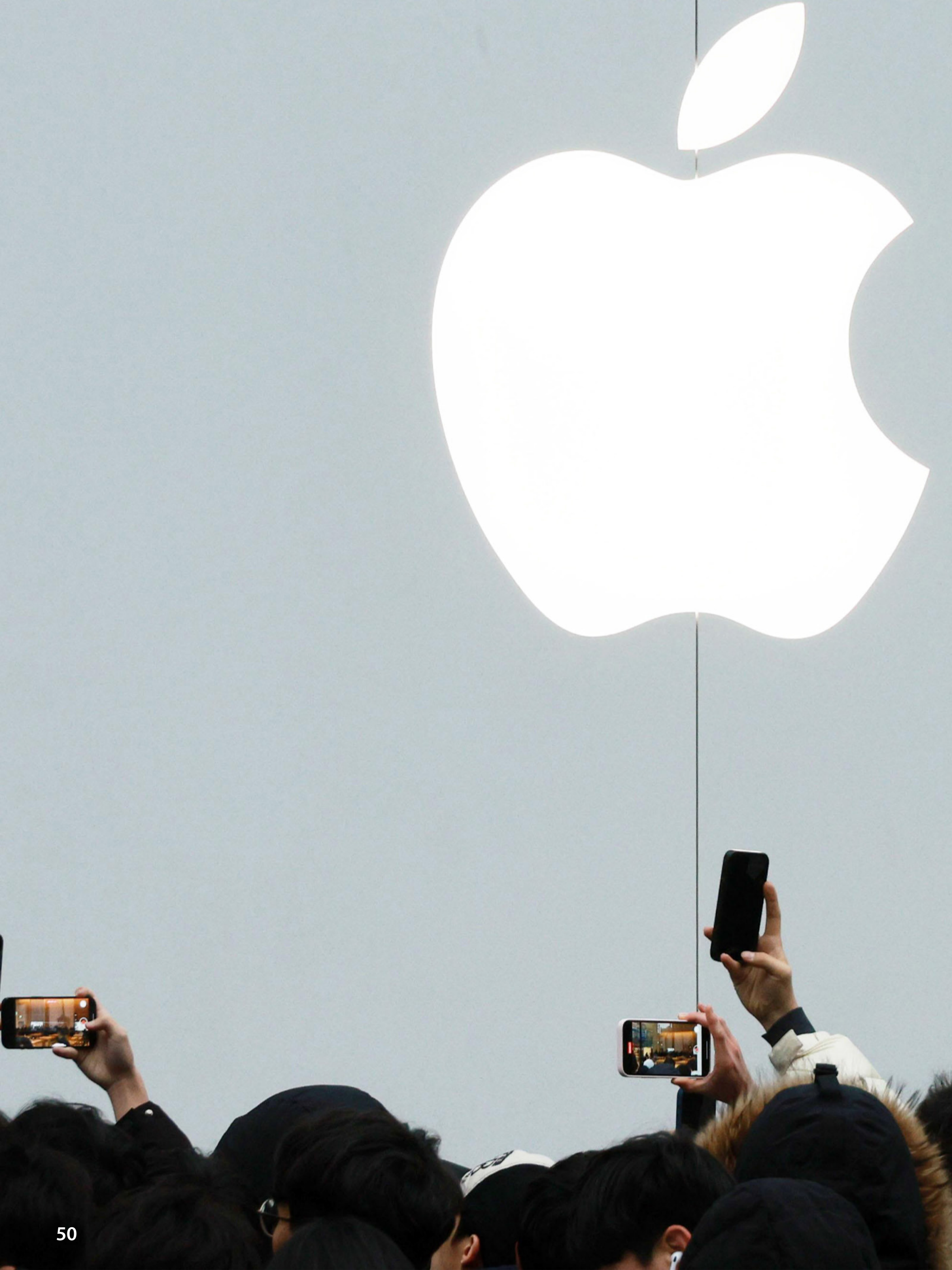
The new Sharp SuperSteam+ Built-In Wall Oven features Steam Bake for superior breads, and Water Bath for cheesecakes, custards and puddings.

www.sharpusa.com | simplybetterliving.sharpusa.com

*Mobile Application and Home Assistant Skill available upon commercial release. © 2020 Sharp Electronics Corporation. All rights reserved. Sharp, Supersteam™ Oven and all related trademarks are trademarks or registered trademarks of Sharp Corporation and/or its affiliated entities. Product specifications and design are subject to change without notice. Internal capacity calculated by measuring maximum width, depth and height. Actual capacity for holding food is less.

APPLE SET TO UNVEIL NEW IPADS AT "LET LOOSE" EVENT ON MAY 7

/oose.



Apple Inc. has officially announced its upcoming "Let Loose" event scheduled for May 7, signaling a significant showcase of new hardware, specifically focusing on the iPad line.

The event, which precedes the company's Worldwide Developers Conference (WWDC) set for June, is anticipated to introduce upgraded models of the iPad Pro and iPad Air, alongside potential new versions of iPad-centric accessories such as the Magic Keyboard and Apple Pencil.

Scheduled to be streamed live at 7 AM PT, 10 AM ET, and 2 PM GMT, the event can be accessed via Apple's official website, Apple TV, or YouTube, ensuring a global audience can tune in for the announcements.

With Apple's knack for keeping product details under wraps, the event still holds a shroud of mystery despite numerous leaks and speculations circulating within the tech industry.

Leading the lineup, the new iPad Pro models are expected to be the highlight of the event.

Building on the capabilities of the current models that sport M2 chips, the latest iPads are rumored to include even more powerful M3 chips. Another significant upgrade is the possible introduction of an OLED display panel, a first for the iPad Pro, which has traditionally used LCD screens.

Despite these enhancements, the base model of the iPad Pro is speculated to maintain a price point under $1,000, making it a potentially attractive option for consumers seeking top-tier tablet technology.

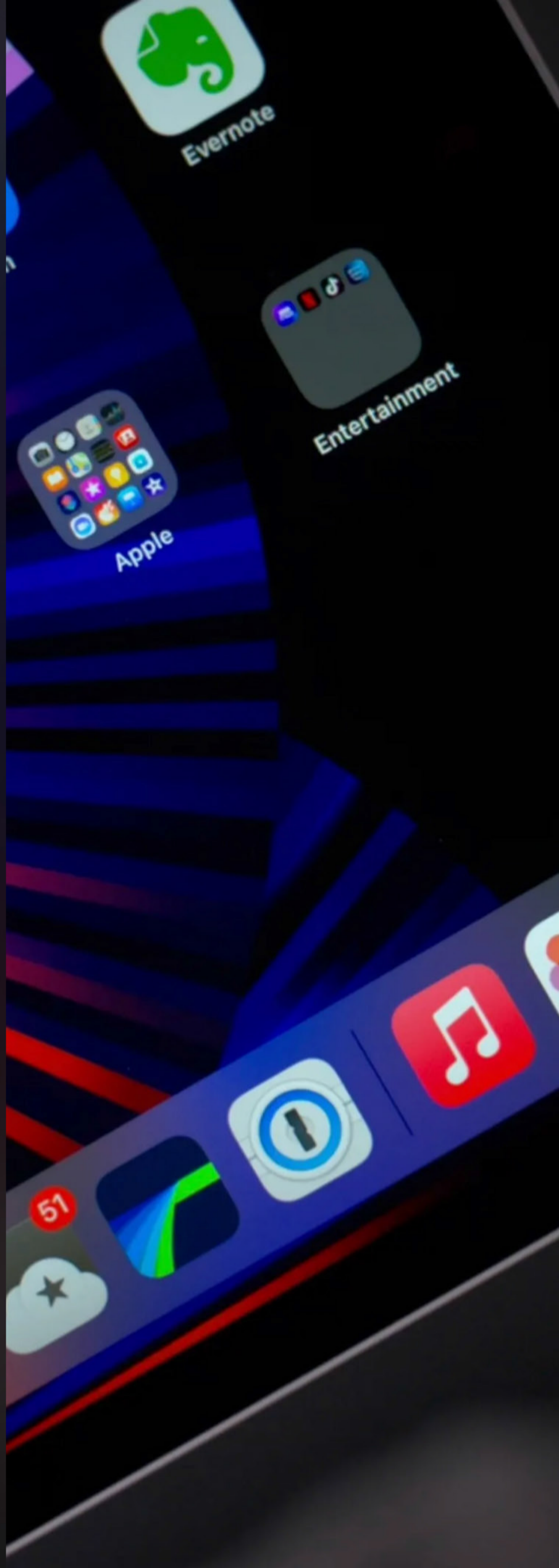
The iPad Air is not to be overshadowed, with predictions suggesting the introduction of two new models equipped with M2 chips and transitioning from LCD to mini-LED display technology, promising improved visual performance and color accuracy.

In addition to the tablets themselves, accessory updates are also on the horizon. A new iteration of the Magic Keyboard is expected, reported to feature a larger trackpad, addressing one of the few criticisms of the current model.

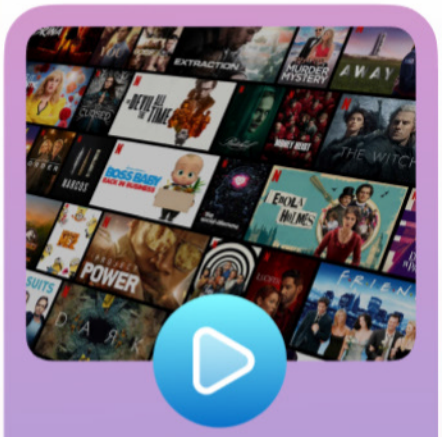
Furthermore, an updated Apple Pencil is anticipated, with future compatibility enhancements aligned with visionOS, adding to its versatility and appeal.

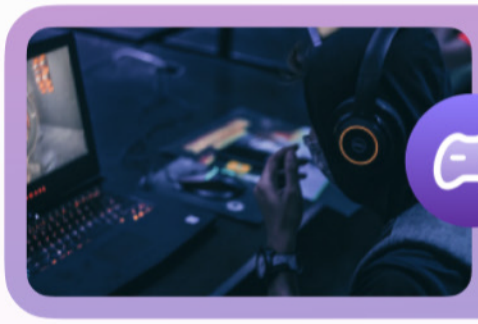
While the "Let Loose" event is mainly hardware-focused, any additional announcements would be surprising, given the proximity to the more comprehensive WWDC in June, where Apple will reveal updates to its various operating systems.

As such, this event is primarily set to spotlight the latest in Apple's hardware advancements, particularly within its popular iPad lineup.



ClearVPN





The only VPN you'll ever need

Get ClearVPN

Lightinthebox.com

One World, One Market

Offering high quality products in best price for global customers

whatsA

APPLE PULLS WHATSAPP AND THREADS FROM APP STORE ON BEIJING'S ORDERS

Me

Apple said it had removed Meta's WhatsApp messaging app and its Threads social media app from the App Store in China to comply with orders from Chinese authorities.

The apps were removed from the store after Chinese officials cited unspecified national security concerns.

Their removal comes amid elevated tensions between the U.S. and China over trade, technology and national security.

The U.S. has threatened to ban TikTok over national security concerns. But while TikTok, owned by Chinese technology firm ByteDance, is used by millions in the U.S., apps like WhatsApp and Threads are not commonly used in China.

Instead, the messaging app WeChat, owned by Chinese company Tencent, reigns supreme.

Other Meta apps, including Facebook, Instagram and Messenger remained available for download, although use of such foreign apps is blocked in China due to its "Great Firewall" network of filters that restrict use of foreign websites such as Google and Facebook.

"The Cyberspace Administration of China ordered the removal of these apps from the China storefront based on their national security concerns," Apple said in a statement.

"We are obligated to follow the laws in the countries where we operate, even when we disagree," Apple said.

A spokesman for Meta referred to "Apple for comment."

Apple, previously the world's top smartphone maker, recently lost the top spot to Korean rival

Samsung Electronics. The U.S. firm has run into headwinds in China, one of its top three markets, with sales slumping after Chinese government agencies and employees of state-owned companies were ordered not to bring Apple devices to work.

Apple has been diversifying its manufacturing bases outside China.

Its CEO Tim Cook has been visiting Southeast Asia, traveling to Hanoi and Jakarta before wrapping up his travels in Singapore. Last week he met with Singapore's deputy prime minister, Lawrence Wong, where they "discussed the partnership between Singapore and Apple, and Apple's continued commitment to doing business in Singapore."

Apple pledged to invest over $250 million to expand its campus in the city-state.

Cook met with Vietnamese Prime Minister Pham Minh Chinh in Hanoi, pledging to increase spending on Vietnamese suppliers.

He also met with Indonesian President Joko Widodo. Cook later told reporters that they talked about Widodo's desire to promote manufacturing in Indonesia, and said that this was something that Apple would "look at".

Digiarty MacXDVD

56% OFF

MACX DVD RIPPER PRO

Convert any DVD Movies to Videos in 5 Minutes

Learn More >>

- Convert all old and new DVD movies to MP4, MOV.
- Convert DVD to all iPhone, iPad, Apple TV, Android, etc.
- Bypass DVD copy protections of all types of DVDs.
- Edit, cut, crop, merge video, add subtitle to video.
- No.1 fast speed, no quality loss thanks to GPU acceleration.

Buy Full Version
~~$67.95~~ **for only $29.95**

30 DAY 30 Day Money Back | Free Lifetime Upgrade | 7X24 Tech Support

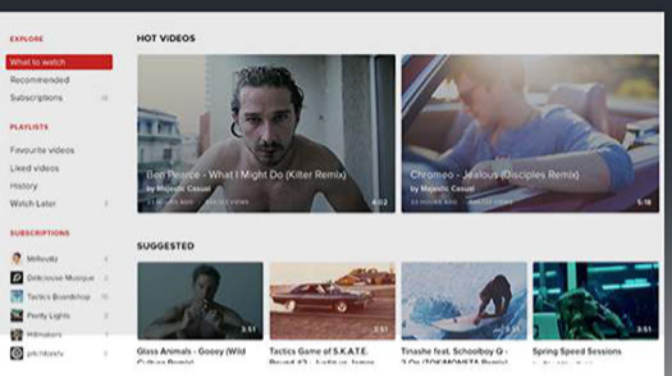
Digiarty MacXDVD

50% OFF

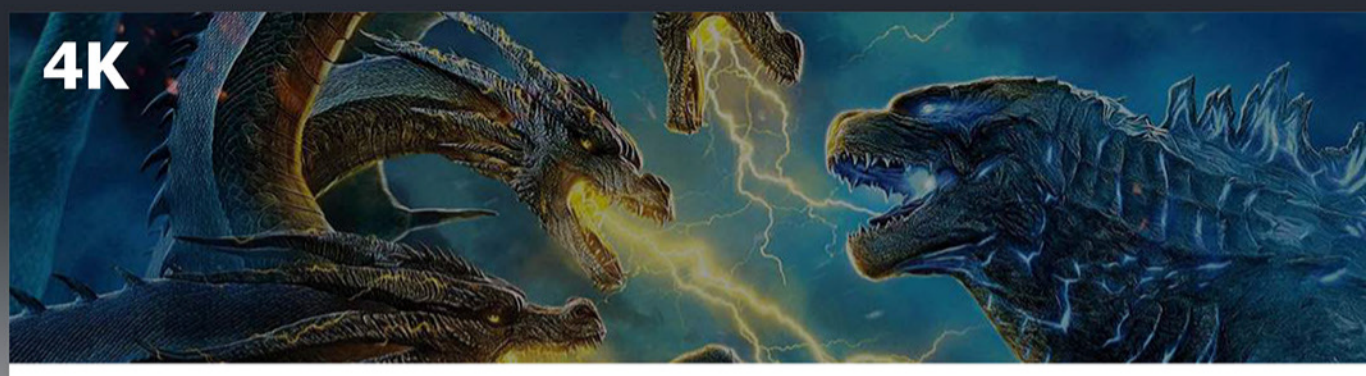
MACX VIDEO CONVERTER PRO

The Fastest Tool to Convert, Resize, Cut, Download 4K, HD Videos.

Learn More >>

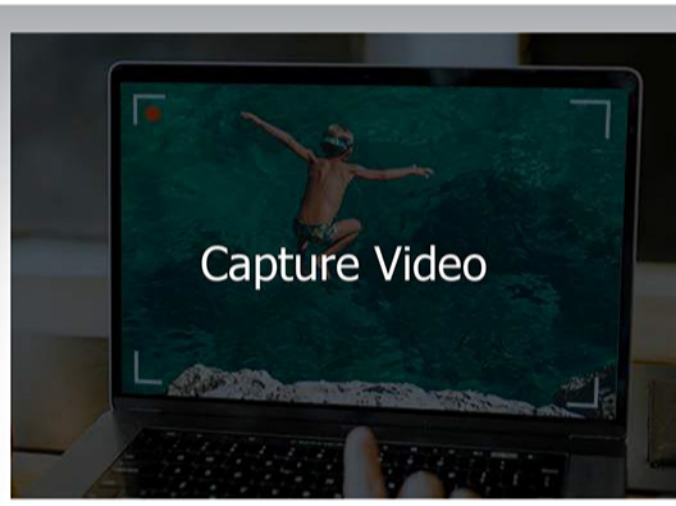


Download



4K Support

Compress



- Convert 4K/HD videos to MP4, MOV for Apple, Android
- Download videos from YouTube and 1000+ sites
- Compress video file size without quality loss
- Edit video clips with a few clicks
- GPU acceleration tech, no. 1 fast speed.

Buy Full Version
~~$59.95~~ **for only $29.95**

30 DAY 30 Day Money Back | Free Lifetime Upgrade | 7X24 Tech Support

Education

THE APPLE ECOSYSTEM FROM PLAYGROUNDS TO UNIVERSITY LABS

Technology is pivotal in learning environments that constantly adapt and evolve, and Apple is at the forefront. The Cupertino company has influenced the sector thanks to its range of devices tailored to all levels of education, from iPads for young learners to advanced MacBook Pro models employed in university settings for computer science and engineering.

CITY OF HOUSTON
TEXAS
Hello
Gabriel

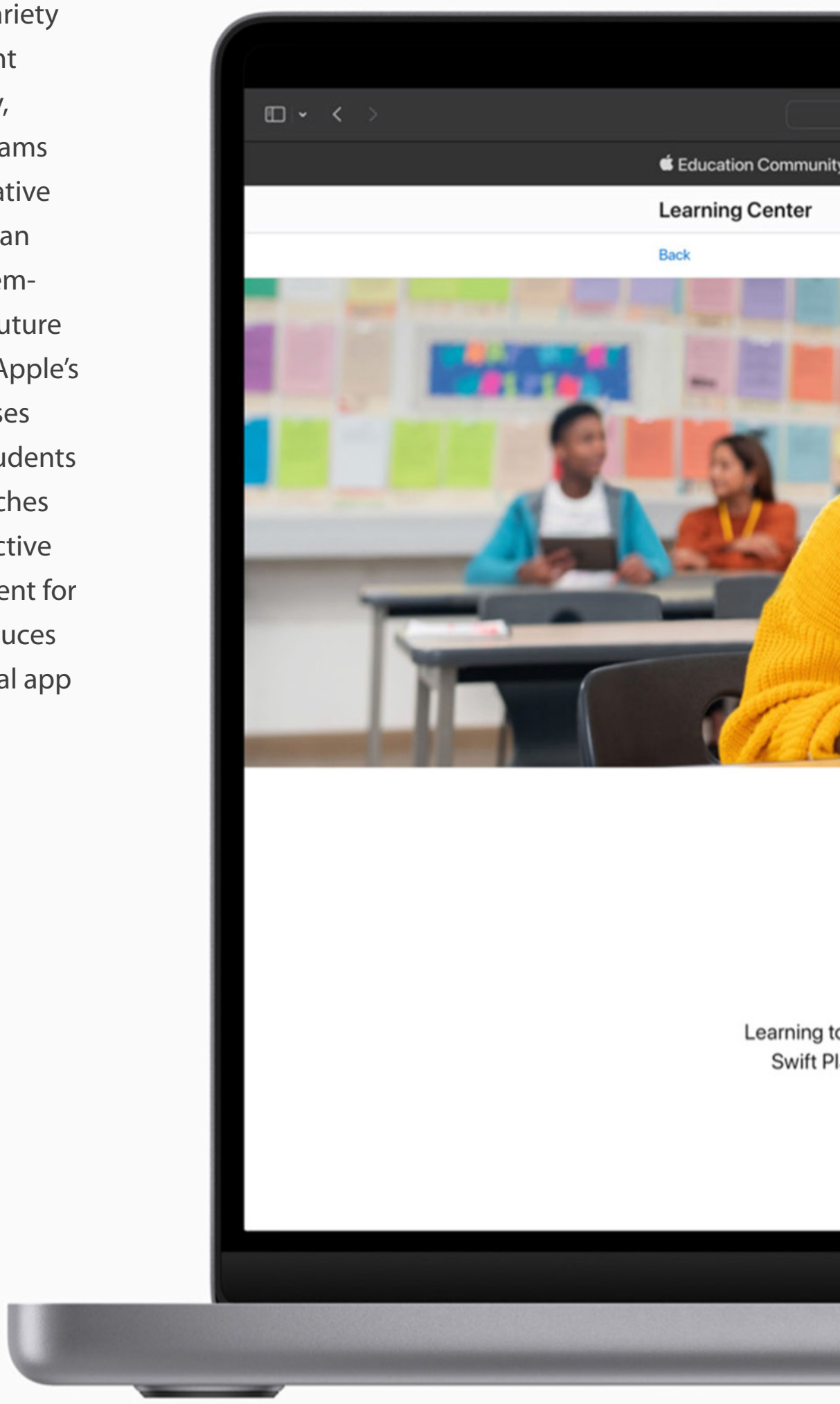
APPLE AND EDUCATION

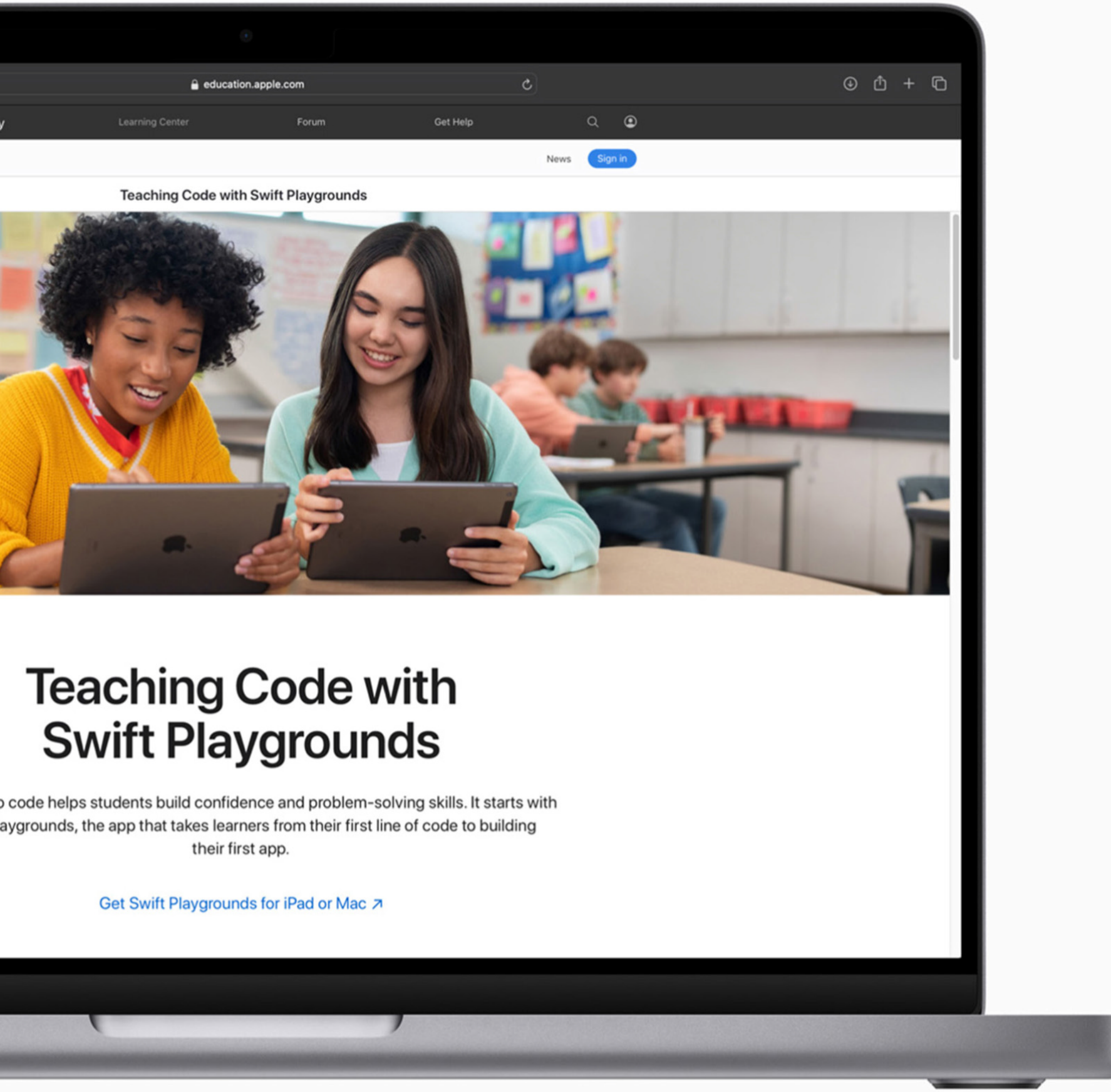
Apple's commitment to education is evident through its tailored products and educational programs. Statistics show a strong preference for Apple products among students, particularly in the United States, **where 71% of college students preferred the Mac.** The MacBook Air, first launched in 2008, exemplifies this trend with over 10 million units sold, owning a 9.6% market share among all Mac models in the same year. The popularity of Apple devices in educational settings can be attributed to their reliability, ease of use, and the ecosystem they offer, fostering a seamless integration of technology and education. iPads, on the other hand, have become key players in early education, transforming traditional learning methods and introducing interactive and engaging ways to stimulate cognitive development in young learners. With applications designed for young children, iPads offer a gateway to the world of letters, numbers, and basic science through fun and interactive games. These applications are not just games but structured educational tools designed to enhance motor skills, reading ability, and basic arithmetic from an early age. For instance, apps like "Endless Alphabet" **and "Toca Boca"** provide playful learning experiences that captivate children's imaginations while educating them. The tactile nature of iPads, combined with colorful and responsive interfaces, makes learning appealing and accessible even on the playground and is transforming how schools teach children the basics.

MILK
TAILOR

PARK
BANK
OS TACTUS

As students progress to primary and secondary education, Apple devices' educational capabilities grow. Applications expand into more complex subjects such as chemistry and physics. Apple's ecosystem supports a variety of educational tools that cater to different learning styles, including visual, auditory, and kinesthetic learning methods. Programs like **Apple's "Everyone Can Code"** initiative demonstrate how iPads and MacBooks can teach coding early. This enhances problem-solving skills and prepares students for future careers in technology and engineering. Apple's Everyone Can Code program encompasses apps, tools, and resources and guides students through Swift Playgrounds. This app teaches coding to kids through a world of interactive puzzles and playful characters. It's excellent for students aged eight and over and introduces coding in the same language professional app developers use.




education.apple.com
Learning Center
Forum
Get Help
News
Sign in
Teaching Code with Swift Playgrounds
Teaching Code with Swift Playgrounds
o code helps students build confidence and problem-solving skills. It starts with aygrounds, the app that takes learners from their first line of code to building their first app.
Get Swift Playgrounds for iPad or Mac ↗

APPLICATIONS FOR LEARNING

Apple's hardware might be the most critical piece of hardware in the classroom, but it's third-party developers that count. The App Store means every student can find a tool that resonates with their study habits. Evernote, for example, remains a staple for students who juggle multiple subjects, offering an easy-to-use platform for note-taking and organization. With features allowing users to integrate images, links, and tables into their notes, Evernote makes revising and retrieving information straightforward. Its ability to sync across all devices ensures that notes are accessible anytime, anywhere, making it ideal for students on the go. **Khan Academy,** on the other hand, continues to be a favorite for students who need to reinforce their understanding of complex subjects like mathematics, science, and economics. This free resource offers practice exercises, instructional videos, and a personalized learning dashboard that empowers learners to study at their own pace. Quizlet is another tool that's popular in the classroom, paving the way for students to revise by **enabling them to create digital flashcards.** These can be used to memorize vocabulary, historical dates, formulas, and more. The app also includes games and tests to make learning interactive and fun. Quizlet's ability to share flashcards with others makes it a popular choice for collaborative study sessions.

For students in higher education, particularly those dealing with advanced mathematics or engineering, **Wolfram Alpha** is an indispensable tool. This app acts as a 'computational knowledge engine' that can

1.3-commands-dance
Presentations
Swing

Over

August 2, 2020(Week)

view

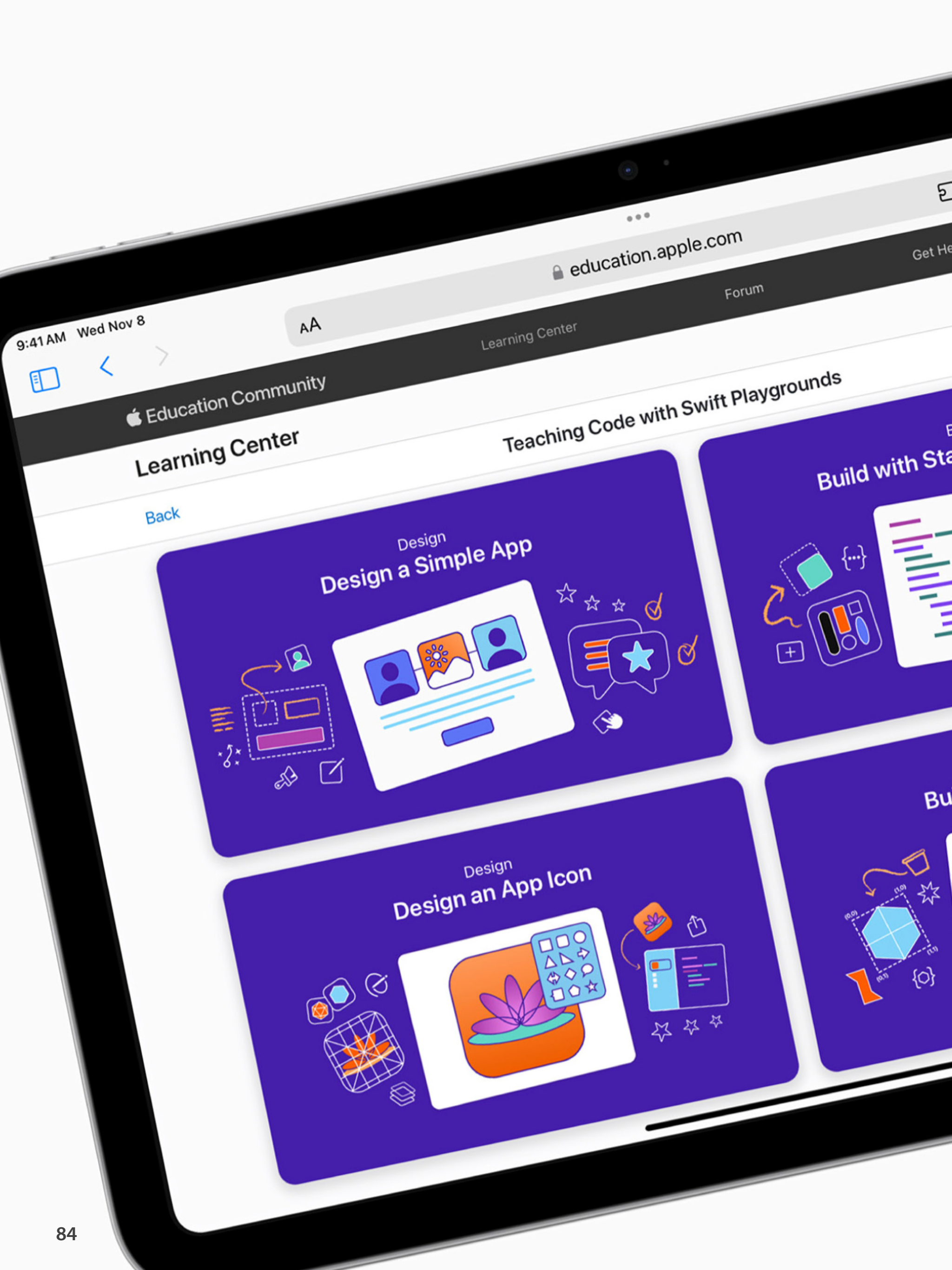
47 0 1915 mins

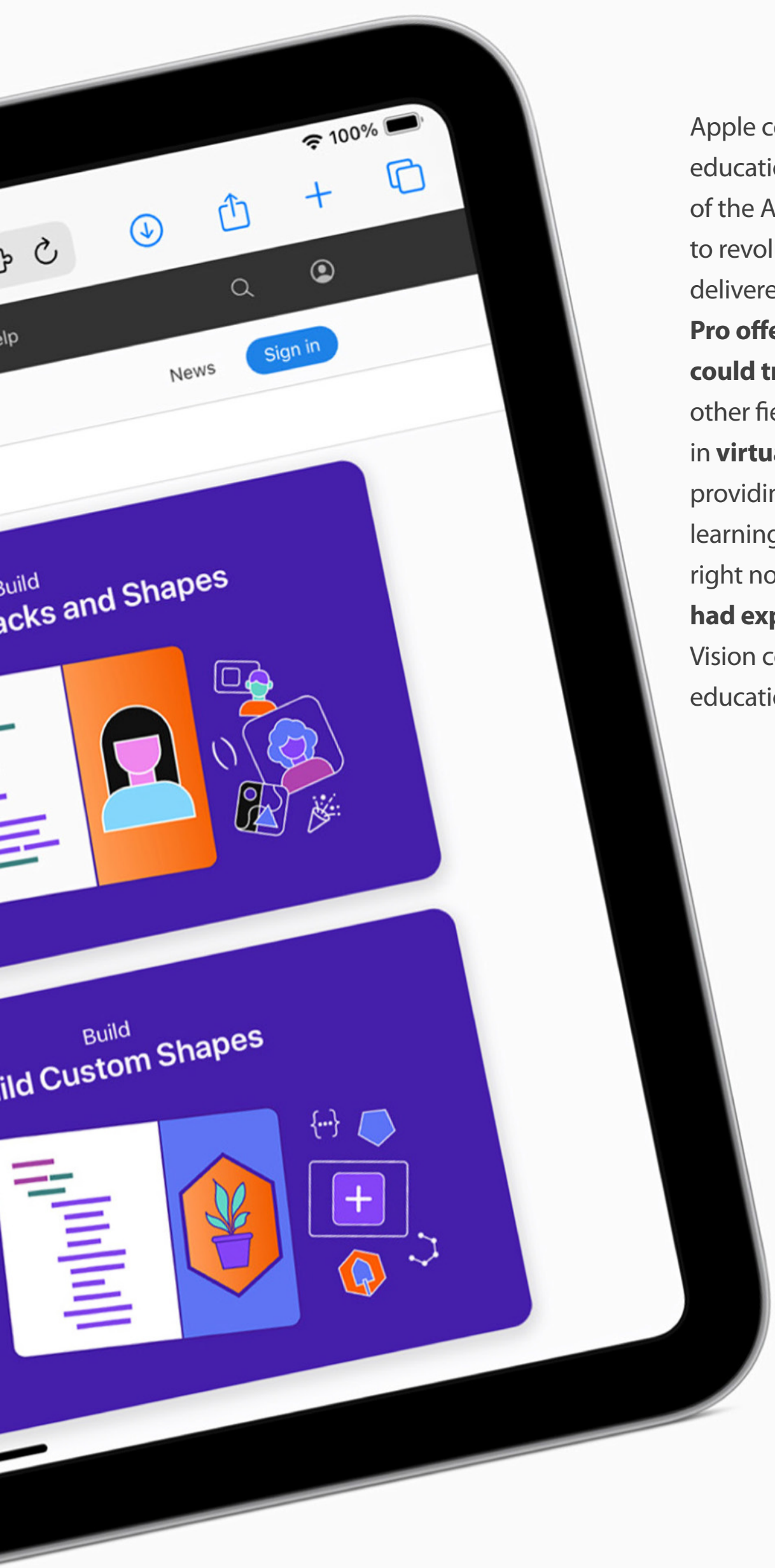
solve equations, graph functions, and even generate answers to complex questions across a variety of topics. It's an excellent resource for checking homework and understanding step-by-step solutions. Finally, Forest offers a creative solution to keep students focused. [https://www.forestapp.cc/] This app helps students stay off their smartphones and concentrate on their studies by letting them plant a virtual tree that grows as long as the app runs undisturbed. Suppose they leave the app to check social media or texts; the tree wilts. It's a visual and interactive way to combat procrastination and builds upon the **in-built tools on macOS and iOS for productivity.**

MAC IN HIGHER EDUCATION

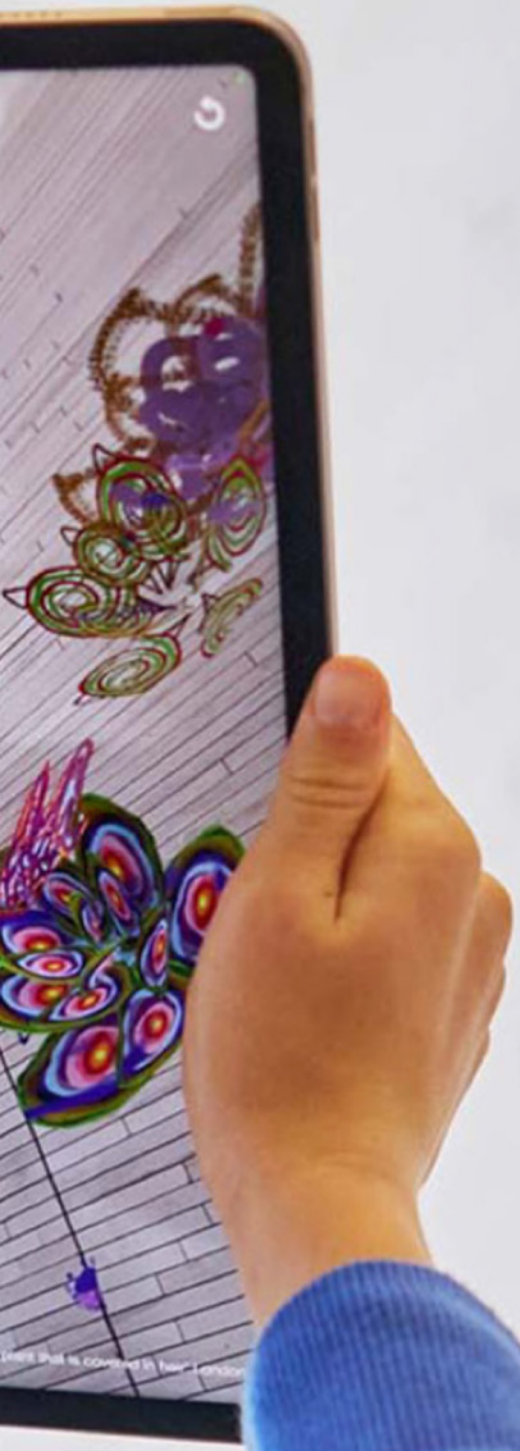
In university settings, the demands on technology become even more rigorous, requiring devices that can handle complex computations and simulations. The MacBook Pro, known for its powerful processing capabilities, has become a crucial tool for students and professionals in architecture, engineering, and medicine. Advanced software for simulations, which are essential in disciplines like physics and engineering, runs efficiently on MacBook Pro models. These simulations allow students to visualize and manipulate complex systems, providing a deeper understanding of the subjects. For architecture students, software like AutoCAD and Rhino, which demand significant computational power, perform optimally on these devices, facilitating the design and modification of intricate architectural models.

Where Could Mama Go?


9:41 AM Wed Nov 8
AA
education.apple.com
Learning Center
Forum
Education Community
Learning Center
Teaching Code with Swift Playgrounds
Back
Design
Design a Simple App
Design
Design an App Icon
Build with Sta



Apple continues to push the boundaries of educational technology with the introduction of the Apple Vision Pro. This new device is set to revolutionize how educational content is delivered and interacted with. The **Apple Vision Pro offers an immersive experience that could transform medical education** among other fields, by allowing students to participate in **virtual dissections** and surgical procedures, providing a depth of previously unattainable learning. Granted, the technology is in its infancy right now, and s**ales are slower than some had expected,** but in the years ahead, Apple Vision could become a frontier in the world of education and training.



Apple's devices, from the playful iPad to the robust MacBook Pro, illustrate a spectrum of educational tools that support learning at every stage. These devices are not just tools but gateways to a world of expansive knowledge tailored to each level and empower the next generation to learn smarter, harder, and more intelligently than ever before.

Run Your Private Cloud Office

All-in-one suite for your business

Make use of ONLYOFFICE online editors integrated with collaboration platform:
mail, CRM, projects, calendar and much more.

180-Day Free Trial

GET ONLYOFFICE NOW

ONLYOFFICE by Ascensio System SIA offers a powerful office suite that comprises online editors for text documents, spreadsheets and presentations highly compatible with Microsoft Office and OpenDocument file formats. ONLYOFFICE provides users with multiple editing tools and collaborative features ensuring greater team workflow, and seamless work with complex formatting and objects within your web solution.

100% compatible with MS Office formats

www.onlyoffice.com

ONLYOFFICE

iPhone ›

iPad ›

Mac ›

Apple Watch ›

AirPods ›

Beats ›

Apple TV ›

Accessories ›

HomePod ›

my BEST BUY

Exclusive savings on select Apple products with member pricing.

Plus, get My Best Buy® rewards on all Apple products only with the My Best Buy® Credit Card.

Terms and conditions apply.

Best Buy app
Learn more ›

BOEING
7396

BOEING POSTS A $355 MILLION LOSS AS THE PLANE MAKER TRIES TO DIG OUT FROM UNDER ITS LATEST CRISIS

Boeing said this week that it lost $355 million on falling revenue in the first quarter, another sign of the crisis gripping the aircraft manufacturer as it faces increasing scrutiny over the safety of its planes and accusations of shoddy work from a growing number of whistleblowers.

Boeing's CEO said the company is in "a tough moment," and its focus is on fixing its manufacturing issues, not the financial results.

Company executives have been forced to talk more about safety and less about finances since a door plug blew out of a Boeing 737 Max during an Alaska Airlines flight in January, leaving a gaping hole in the plane.

The accident halted progress that Boeing seemed to be making while recovering from two deadly crashes of Max jets in 2018 and 2019.

Now those crashes are back in the spotlight, too. Later Wednesday, families of some of the 346 people killed in the crashes are scheduled to meet with U.S. Justice Department officials. Family members have tried unsuccessfully to undo a 2021 settlement between the department and Boeing that let the company avoid criminal prosecution.

"Although we report first-quarter financial results today, our focus remains on the sweeping actions we are taking following the Alaska Airlines Flight 1282 accident," Boeing CEO David Calhoun told employees in a memo.

Calhoun ticked off a series of actions the company is taking and reported "significant progress" in improving manufacturing quality, much of it by slowing down production, which means fewer planes for its airline customers.

"Near term, yes, we are in a tough moment," he wrote. "Lower deliveries can be difficult for our customers and for our financials. But safety and quality must and will come above all else."

Calhoun, who will step down at the end of the year, said again he is fully confident the company will recover.

Boeing said the first-quarter loss, excluding special items came to $1.13 per share, which was better than the loss of $1.63 per share that analysts had forecast, according to a FactSet survey.

Revenue fell 7.5%, to $16.57 billion.

Company shares gained more than 3% in premarket trading.

Boeing stock has plunged by about one-third since the Alaska Airlines door-plug blowout. The Federal Aviation Administration has stepped up its oversight and given Boeing until late May to produce a plan to fix its problems. Airline customers are unhappy about not getting all the new planes that they had ordered because of delivery disruptions.

Investigators looking into the Alaska flight say bolts that help keep the door plug in place were missing after repair work at a Boeing factory. The FBI told passengers that they might be crime victims.

Several former and one current manager have reported various problems in manufacturing of Boeing 737 and 787 jetliners. The most recent, a quality engineer, told Congress last week that Boeing is taking manufacturing shortcuts that could eventually cause 787 Dreamliners to break

OF TRANSPORTATION
VIATION ADMINISTRATION

apart. Boeing pushed back aggressively against his claims.

Boeing, however, has a couple things in its favor.

Along with Airbus, Boeing forms one-half of a duopoly that dominates the manufacturing of large passenger planes. And it is a major defense contractor for the Pentagon and governments around the world.

Richard Aboulafia, a longtime industry analyst and consultant at AeroDynamic Advisory, said despite all the setbacks Boeing still has a powerful mix of products in high demand, technology and people.

"Even if they are No. 2 and have major issues, they are still in a very strong market and an industry that has very high barriers to entry," he said.

And despite massive losses — about $24 billion in the last five years — the company is not at risk of failing, Aboulafia said.

"This isn't General Motors in 2008 or Lockheed in 1971," Aboulafia said, referring to two iconic corporations that needed massive government bailouts or loan guarantees to survive.

All of those factors help explain why 20 analysts in a FactSet survey rate Boeing shares as "Buy" or "Overweight" and only two have "Sell" ratings. (Five have "Hold" ratings.)

Made in the USA
jewelry you'll live in and love!
15% off your next purchase
with code: FIFTEEN
brook & york
brookandyork.com

fromyouflowers.com

20% OFF SITEWIDE »

All gifts eligible for no contact delivery.

NETF

NETFLIX NOW HAS NEARLY 270 MILLION SUBSCRIBERS AFTER ANOTHER STRONG SHOWING TO BEGIN 2024

Netflix gained another 9.3 million subscribers to start the year while its profit soared with the help of a still-emerging expansion into advertising, but caught investors off guard with a change that will make it more difficult to track the video streaming service's future growth.

The performance announced last weekend demonstrated that Netflix is still building on its momentum of last year, when a crackdown on free-loading viewers relying on shared passwords and the rollout of a low-priced option including commercials revived its growth following a post-pandemic lull.

Image: Jenny Kane

The strategy resulted in Netflix adding 30 million subscribers last year — the second largest annual increase the service's history.

Netflix's gains during the January-March period more than quadrupled the 1.8 million subscribers that the video streaming service added at the same time last year, and was nearly three times more than analysts had projected. The Los Gatos, California, company ended March with nearly 270 million worldwide subscribers, including about 83 million in its biggest market covering the U.S. and Canada.

Investors increasingly are viewing Netflix as the clear-cut winner in a fierce streaming battle that includes Apple, Amazon, Walt Disney Co. and Warner Bros. Discovery — a conclusion has caused its stock price to more than double since the end of 2022.

But Netflix surprised investors by disclosing in a shareholder letter that it will stop providing quarterly updates about its subscriber totals beginning next year, a move that will make it more difficult to track the video streaming service's growth — or contraction. The company has regularly posted its quarterly subscriber totals since going public 22 years ago.

Netflix's shares dipped more than 5% in extended trading, despite the strong financial showing.

In a video meeting with analysts, Netflix co-CEO Greg Peters said management believes the company's financial growth has become more meaningful to watch than quarter-to-quarter fluctuations in subscribers.

"We think this is a better approach that reflects the evolution of the business," Peters said.

1
2
3
4
5
6
7
8
9
PREV
0
MENU
OK

The company still intends to give annual updates on total subscribers. That plan indicates Netflix is trying to get investors focus on long-term trends rather than three-month increments that can be affected by short-term factors such as programming changes and household budgetary pressures that cause temporary cancellations, said Raj Venkatesan, a business administration professor at the University of Virginia who studies the video streaming market.

Now that Netflix has been cracking down on password sharing for more than a year, management also likely realizes it has reaped most of the subscriber gains from those measures and recognizes it will be more difficult to maintain that momentum, eMarketer analyst Ross Benes said.

“They are quitting while they are ahead by no longer reporting quarterly subscriber numbers,” Benes said.

Netflix’s renewed subscriber growth has been coupled with a sharper focus on boosting profit and revenue — an emphasis that has led management to be more judicious about its spending on original programming and regularly raising its subscription prices.

It's a formula that helped Netflix earn $2.33 billion, or $5.28 per share, in the most recent quarter, a 79% increase from the same time last year. Revenue rose 15% from a year ago to $9.37 billion. Analysts polled by FactSet had projected earnings of $4.52 per share on revenue of $9.27 billion.

Advertising sales still play a small role in Netflix's finances, with BMO Capital Markets analyst Brian Pitz projecting the company will bring in about $1.5 billion from commercials streamed on its service this year, while foreseeing years of steady growth ahead. The low-priced option with ads is having a big impact on bringing in and retaining subscribers, according to Pitz, who expects 41 million customers paying for the commercial format.

Image: Patrick T. Fallon

just answer®

Chat with a Mac Support Specialist in minutes, 24/7

Ask an Apple tech now

PLUSH BEDS

CALIFORNIA

SHOP NOW

THE SUMMER AFTER BARBENHEIMER AND THE STRIKES, HOLLYWOOD CHARTS A NEW COURSE

"Barbenheimer" is a hard act to follow. But as Hollywood enters another summer movie season, armed with fewer superheroes and a landscape vastly altered by the strikes, it's worth remembering the classic William Goldman quote about what works: "Nobody knows anything."

Four decades later, that still may be true. Yet one thing Hollywood has learned in releasing films through the pandemic and the strikes is how to pivot quickly.

The summer of 2023 brought a new enthusiasm for moviegoing, with the fortuitous

counterprogramming of "Barbie" and " Oppenheimer," and surprise hits like " Sound of Freedom," helping the season's box office crack $4 billion for the first time since 2019. But before the industry could take a victory lap, there was another crisis looming with the dual Hollywood strikes, which shuttered most productions for months.

MOVIES FIND A WAY POST-STRIKE

In the fallout, theaters lost big summer titles like "Mission: Impossible 8," "Captain America: Brave New World" and "Thunderbolts" to 2025. But they gained a gem in Jeff Nichols' "The Bikeriders" (June 21), about a 1960s Midwestern motorcycle club, as studios moved films around on the summer chessboard. "Deadpool & Wolverine," once set to kick off the summer moviegoing season on May 3 like many Marvel movies before it, is now sitting happily on July 26, patiently waiting to dominate the summer charts.

"I do love being right there in the belly of summer," said director Shawn Levy. "That's a juicy moment."

The kickoff weekend instead belongs to an original film about a different kind of superhero. " The Fall Guy," starring Ryan Gosling and Emily Blunt, is part romantic-comedy, part action-comedy, and all love letter to the stunt performers that make movies spectacular. It's an earnest crowd-pleaser that could jumpstart a season that feels, in some ways, like a throwback, with full-throttle spectacles ("Furiosa: A Mad Max Saga," "Twisters"), comedies ("Babes"), IMAX wonder ("The Blue Angels") and even a Kevin Costner Western.

Producer Jerry Bruckheimer has seen the highs and lows of summer movies over the decades, with blockbusters including " Top Gun: Maverick " and the "Pirates of the Caribbean" movies.

This season, he has three very different offerings on the calendar, two are fourth installments in popular franchises — "Beverly Hills Cop" (July 3, Netflix) and "Bad Boys" (June 7, theaters) — and one was planned for streaming but tested so well that it's getting a theatrical rollout ("Young Woman and the Sea," May 31).

"People just want to be entertained," Bruckheimer said. "It really comes down to us to make the right movies that they want to go see."

THE $4 BILLION GOAL POST

A Hollywood summer lasts 123 days from the first Friday in May through Labor Day Monday in September. Pre-pandemic, $4 billion was a normal summer intake and theaters could count on anywhere between 37 and 42 films to open on over 2,000 screens. The outlier was 2017, which had only 35 movies on over 2,000 screens and topped out at $3.8 billion. It makes last summer's $4 billion haul with 32 wide releases (45% of the $9 billion domestic haul) even more impressive.

This summer should have 32 wide releases as well and over 40 movies opening in 500+ theaters. Notably only two of them are Marvel movies ("Deadpool" and Sony's "Kraven the Hunter") and are the only superhero movies on the calendar until the "Joker" sequel in the fall.

"People are going to see movies, not box office, and it looks like a really solid summer from a moviegoer's perspective," said Paul

13
14
18
Cookies

Dergarabedian, the senior media analyst for Comscore.

REVVING UP FOR ORIGINALS

"The Bikeriders" was one that planned for an awards season rollout, with a turbo boost from stellar reviews out of the Telluride Film Festival hailing star turns for Austin Butler and Jodie Comer. But as they inched closer to its release date it became clear that the strikes were not going to resolve in time for a press tour.

"It was kind of like walking on frozen glass for three months," Nichols said. "I was touring around doing press and trying to build this energy on my own. Let me tell you, it's not the same as Austin Butler."

Later in June, after a splashy Cannes debut, Kevin Costner will begin rolling out his two-part Western epic "Horizon: An American Saga," set during the Civil War. And as always there are a slew of Sundance breakouts peppered throughout the summer, from Jane Shoenbrun's "I Saw the TV Glow" and "Didi" to " Thelma " and "Good One."

FARE FOR THE WHOLE FAMILY

Family films often go into hyperdrive in the summer, capitalizing on long days out of school. This year has plenty, like "The Garfield Movie" and "Despicable Me 4," re-releases of Studio Ghibli classics, and streaming options ("Thelma the Unicorn"). But perhaps none has more anticipation behind it than "Inside Out 2" (June 14, theaters), which meets up with Riley as she enters her teenage years as a new group of

emotions crash Joy's party, including Anxiety, Envy, Ennui and Embarrassment.

"That age gives us everything we need and love for a Pixar film," director Kelsey Mann said. "It's full of drama, it has potential for a lot of heart, and I could also make it really funny."

John Krasinski is also delving into the inner world of children with his ambitious live-action hybrid "IF" (May 17, theaters) about the imaginary friends that get left behind and two humans (Ryan Reynolds and Cailey Fleming) who can still see them.

THE ALLURE OF HORROR

Audiences seeking the adrenaline rush of horrors and thrillers have plenty of choices, including "MaXXXine," the conclusion to Ti West's accidental Mia Goth trilogy ("X" and " Pearl ") that debuts around the fourth of July.

Goth's aspiring actress has made her way to Hollywood where a killer is stalking Hollywood starlets around the time of the home video boom of the 1980s.

"We recreated the sleazy side of Hollywood in a hopefully charming way," West said. "It's definitely a pretty wild night at the movies. A big, rockin', fun movie."

On June 26, audiences can also delve into the beginnings of "A Quiet Place" with a prequel set on "Day One" starring Luptia Nyong'o and "Stranger Things'" Joseph Quinn. Director Michael Sarnoski said they wanted to explore the "scope and promise" of a Quiet Place movie in New York. Later, Fede Álvarez brings his

horror acumen to "Alien: Romulus" (Aug. 16), set between the first two.

M. Night Shyamalan is back as well with a thriller set at a pop concert ("Trap," Aug. 9) and his daughter, Ishana Night Shyamalan, makes her directorial debut with the spooky, Ireland-set "The Watchers" (June 14) with Dakota Fanning.

"It's very suspenseful and unexpected," Ishana said. "And it's very much built for the experience of being in a theater."

THE STARS ARE STREAMING

Much to the chagrin of theater owners, big summer movies have also existed off the big screen for years now. And the streamers have movie stars and spectacle with the festival favorite "Hit Man," the Anne Hathaway romance "The Idea of You," Jerry Seinfeld's starry pop-tart movie "Unfrosted" and a Mark Wahlberg/Halle Berry action comedy "The Union."

They have franchises too: "Beverly Hills Cop: Axel F" (July 3) was a movie that was in and out of development since the mid-1990s, but got new life when Paramount licensed the rights to Netflix.

"We raised our hand to make sure we got the franchise right and kept the integrity and fun of the original," Bruckheimer said.

This installment adds an emotional component in which Eddie Murphy's Axel Foley reunites with his estranged daughter (Taylour Paige). It also sees the return of Judge Reinhold, John Ashton, Paul Reiser and Bronson Pinchot and adds Kevin Bacon and Joseph Gordon-Levitt.

On Aug. 9, Apple TV+ will also have "The Instigators," a new action-comedy starring Matt Damon and Casey Affleck as normal guys attempting a heist. "Midnight Run" was one of their touchstones.

"The script was so funny and I wanted to really embrace that," Doug Liman, who directed, said.

BUT ALSO, NOBODY KNOWS ANYTHING

Remember, anything can happen with summer movies.

We can pretend we knew that "Barbie" would be the biggest movie of the year, but would anyone have bet that an R-rated drama about the father of the atomic bomb would have made almost three times as much as Harrison Ford's last ride as Indiana Jones? Or that a $14 million crowdfunded movie from a new studio about child trafficking with next to zero promotion would earn over $250 million?

"Nobody knows anything is right," said "The Instigators" producer Kevin Walsh. "The movie business is so unpredictable. You never know what's going to work and what isn't. But you have your taste. And following your taste and your instincts in this business is paramount."

INSIDER Q&A: TRUST AND SAFETY EXEC TALKS ABOUT AI AND CONTENT MODERATION

Alex Popken was a longtime trust and safety executive at Twitter focusing on content moderation before leaving in 2023. She was the first employee there dedicated to moderating Twitter's advertising business when she started in 2013.

Now, she's vice president of trust and safety at WebPurify, a content moderation service provider that works with businesses to help ensure the content people post on their sites follows the rules.

Social media platforms are not the only ones that need policing. Any consumer-facing company — from retailers to dating apps to news sites — needs someone to weed out

I'm...
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in
ChatGPT
Regenerate response

unwanted content, whether that's hate speech, harassment or anything illegal. Companies are increasingly using artificial intelligence in their efforts, but Popken notes that humans remain essential to the process.

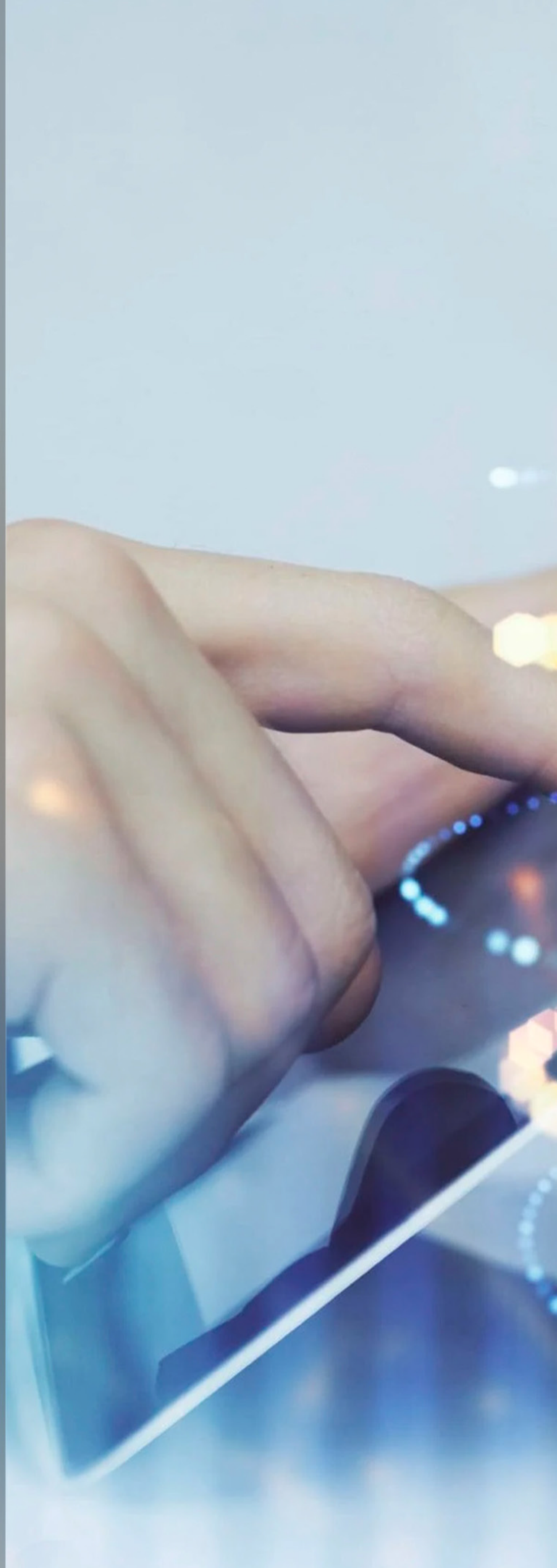
The conversation has been edited for clarity and length.

Q: HOW DID YOU SEE CONTENT MODERATION CHANGE IN THAT DECADE YOU WERE AT TWITTER?

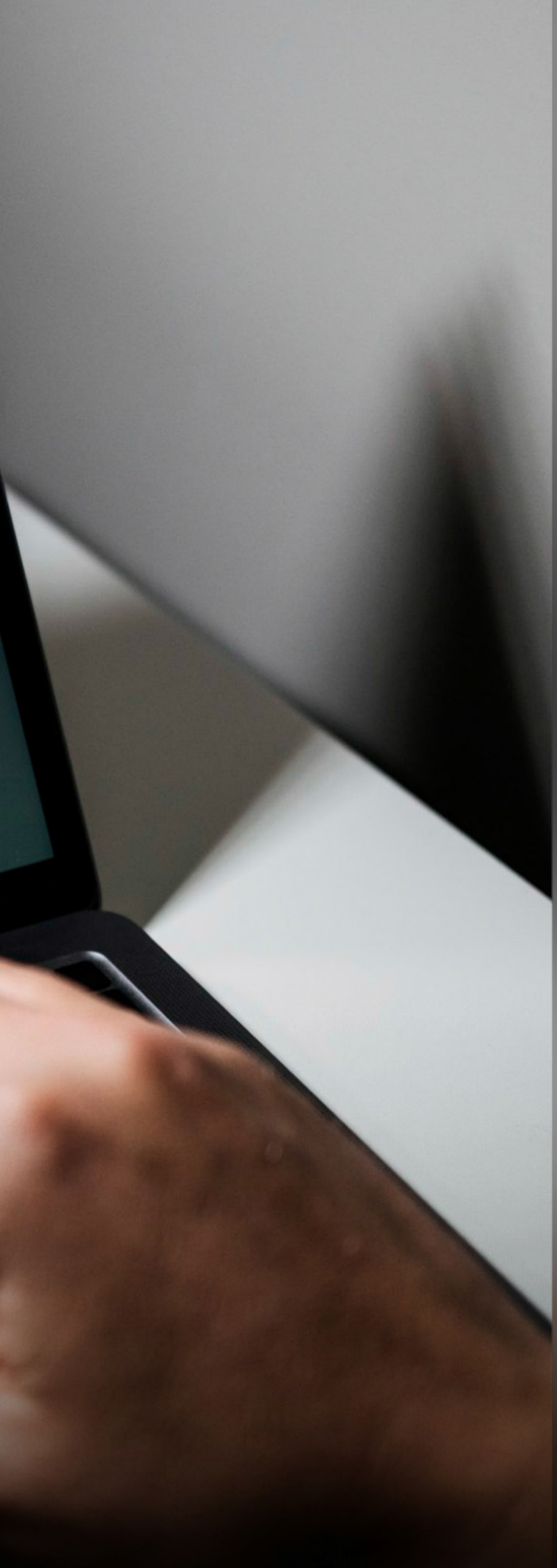
A: When I joined Twitter, content moderation was in its nascent stages. I think even trust and safety was this concept that people were just starting to understand and grapple with. The need for content moderation escalated as we, as platforms saw them be weaponized in new ways. I can sort of recall some key milestones of my tenure at Twitter. For example, Russian interference in the 2016 U.S. presidential election, where we realized for the first time, realized in a meaningful way, that without content moderation we can have bad actors undermining democracy. The necessity for investing in this area became ever more important.

Q: A LOT OF COMPANIES, THE BIGGER SOCIAL MEDIA COMPANIES ARE LEANING ON AI FOR CONTENT MODERATION. DO YOU THINK THAT AI IS IN A PLACE YET WHERE IT'S POSSIBLE TO RELY ON IT?

A: Effective content moderation is a combination of humans and machines. AI, which has been used in moderation for years, solves for scale. And so you have machine learning models that are trained on different policies



ChatGPT
Examples
"Explain quantum computing in simple terms" →
"Got any creative ideas for a 10 year old's birthday?" →
"How do I make an HTTP request in Javascript?" →
Capabilities
Remembers what user said earlier in the conversation
Allows user to provide follow-up corrections
Trained to decline inappropriate requests
Limitations
May occasionally generate incorrect information
May occasionally produce harmful instructions or biased content
Limited knowledge of world and events after 2021
How do I make an HTTP request in Javascript?
Free Research Preview: ChatGPT is optimized for dialogue. Our goal is to make AI systems more natural to interact with, and your feedback will help us improve our systems and make them safer.
MacBook Air



and can detect content. But ultimately, let's say you have a machine learning model that is detecting the word 'Nazi.' There are a lot of posts that might be criticizing Nazis or providing educational material about Nazis versus like, white supremacy. And so it cannot solve for nuance and context. And that's really where a human layer comes in.

I do think that we're starting to see really important advancements that are going to make a human's job easier. And I think generative AI is a great example of that, where, unlike traditional. AI models, it can understand context and nuance much more so than its predecessor. But even still, we have entirely new use cases for our human moderators now around moderating generative AI outputs. And so the need for human moderation will remain for the foreseeable future, in my opinion.

Q: CAN YOU TALK A LITTLE BIT ABOUT THE NON-SOCIAL MEDIA COMPANIES THAT YOU WORK WITH AND WHAT KIND OF CONTENT MODERATION THEY USE?

A: I mean, everything from like retail product customization, you know, imagine that you are allowing people to customize T-shirts, right? Obviously, you want to avoid use cases in which people abuse that and put harmful, hateful things on the T-shirt.

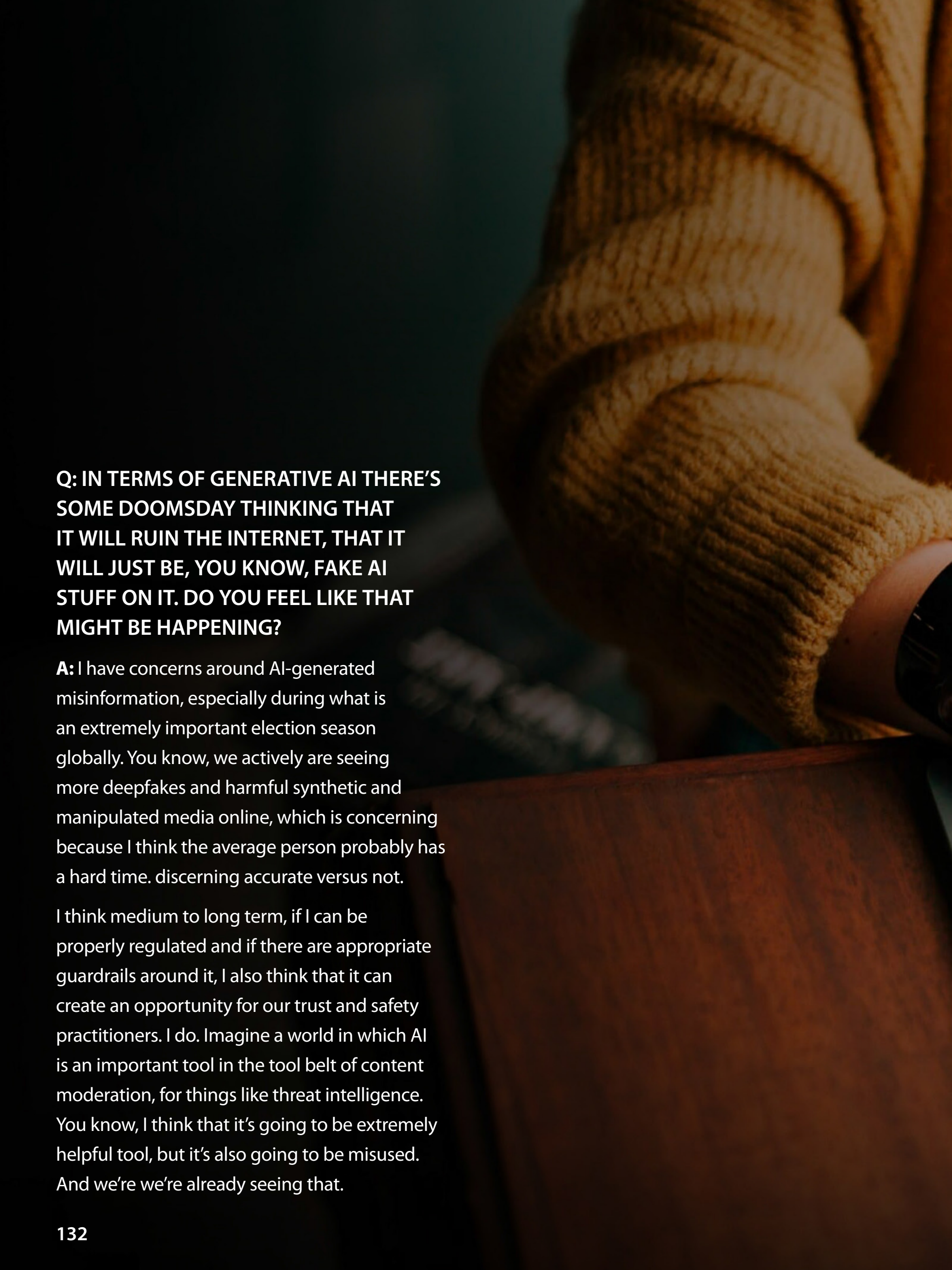
Really, anything that has user-generated content, all the way to online dating — there, you're looking for things like catfishing and scams and ensuring that people are who they say they are and preventing people from uploading inappropriate photos for example. It does span multiple industries.

Q: WHAT ABOUT THE ISSUES THAT YOU'RE MODERATING, DOES THAT CHANGE?

A: Content moderation is an ever-evolving landscape. And it's influenced by what's happening in the world. It's influenced by new and evolving technologies. It's influenced by bad actors who will attempt to get on these platforms in new and innovative ways. And so as a content moderation team, you're trying to stay one step ahead and anticipate new risks.

I think that there's a little bit of catastrophic thinking in this role where you think about like, what are the worst case scenarios that can happen here. And certainly they evolve. I think misinformation is a great example where there's so many facets to misinformation and it's such a hard thing to moderate. It's like boiling the ocean. I mean, you cannot fact check every single thing that someone says, right? And so typically platforms need to focus on misinformation not to cause the most real world harm. And that's also always evolving.

Image: Nicolas Herrbach



Q: IN TERMS OF GENERATIVE AI THERE'S SOME DOOMSDAY THINKING THAT IT WILL RUIN THE INTERNET, THAT IT WILL JUST BE, YOU KNOW, FAKE AI STUFF ON IT. DO YOU FEEL LIKE THAT MIGHT BE HAPPENING?

A: I have concerns around AI-generated misinformation, especially during what is an extremely important election season globally. You know, we actively are seeing more deepfakes and harmful synthetic and manipulated media online, which is concerning because I think the average person probably has a hard time. discerning accurate versus not.

I think medium to long term, if I can be properly regulated and if there are appropriate guardrails around it, I also think that it can create an opportunity for our trust and safety practitioners. I do. Imagine a world in which AI is an important tool in the tool belt of content moderation, for things like threat intelligence. You know, I think that it's going to be extremely helpful tool, but it's also going to be misused. And we're we're already seeing that.

11-21
WALL ST
1-26
BROAD ST

WALL STREET IS LOOKING TO TESLA'S EARNINGS FOR CLUES TO MUSK'S PLAN TO RESTORE COMPANY'S WILD GROWTH

Faced with falling global sales and a diving stock price, Tesla has slashed prices again on some of its electric vehicles and its "Full Self Driving" system in an apparent effort to boost the company's earnings growth.

But Wall Street was unimpressed and will be looking for other answers from CEO Elon Musk when Tesla releases a report on its first-quarter finances after the U.S. stock market's closing bell Tuesday. Many industry analysts say a nearly 9% sales decline in the opening three months of 2024 raises questions about demand for Teslas and other electric vehicles.

WA

Image: Mike Segar

Image: Matt Rourke

For Musk, the answer appears to be the long-elusive robotaxi, which he has been touting as a growth catalyst for Tesla since the hardware for it went on sale late in 2015. Musk has called the system "Full Self Driving," even though the company says on its website that it can't drive itself and humans must be ready to take control at all times.

In 2019, Musk promised a fleet of autonomous robotaxis by 2020 that would bring income to Tesla owners and make their car values appreciate. Instead, they've declined with price cuts, as the autonomous robotaxis have been delayed year after year while being tested by owners as the company gathers road data for its computers.

Now, Musk appears to be betting that the unveiling of a new robotaxi model on Aug. 8 will be the catalyst that his company needs to return to wild annual sales growth.

Industry analysts are skeptical, and fear that Musk has canceled or delayed plans for the Model 2, a new small Tesla for the mass market that would cost around $25,000. Analysts polled by FactSet see the company's first-quarter net income falling 42% from a year ago to $1.46 billion.

Over the weekend, though, Tesla lopped $2,000 off the price of the Models Y, S and X in the U.S. and reportedly made cuts in other countries including China. It also slashed the cost of "Full Self Driving" by one third to $8,000.

As investors digested the price cuts, shares in Tesla Inc., which is based in Austin, Texas, fell another 3.4%, pushing the year-to-date decline to just under 43%. Since the start of the year, though, the S&P 500 index is up about 5%.

In a note to investors, Bank of America Global Research analyst John Murphy wrote that Tesla's shares have been under pressure since the start of the year due to weaker EV sales, and production that exceeds demand.

"We retain some level of skepticism on Tesla's growth prospects, but also see opportunities as the company will unveil future growth drivers (robotaxi and Model 2) in the coming months," Murphy wrote, adding that he maintains a neutral rating on the stock.

Musk wrote on X, the social media platform he owns, that like other automakers, Tesla prices change frequently "in order to match production with demand."

From January through March, Tesla manufactured 433,371 vehicles and delivered 386,810, making over 46,000 more than it sold. This even after it cut prices last year on some of its more expensive models by up to $20,000.

Last week Tesla announced it would cut 10% of its 140,000 employees, and key executive Andrew Baglino, senior vice president of powertrain and energy engineering, announced he was leaving after 18 years. The company also announced that it would ask shareholders to restore a $56 billion pay package for Musk that was rejected by a Delaware court.

Murphy wrote he expects Musk and the company to give some hints about the robotaxi, and also could reiterate an intent to start making the Model 2 in 2025 or 2026.

For years, Musk has told owners and investors that Teslas with "Full Self Driving" software and hardware will be able to drive themselves and could earn money carrying passengers when they normally would have been parked.

But "Full Self Driving" thus far has not been anything other than a partially automated driver assist system that can't drive itself.

Early last year the National Highway Traffic Safety Administration made Tesla recall its "Full Self-Driving" system because it can misbehave around intersections and doesn't always follow speed limits. Tesla's less-sophisticated Autopilot system also was recalled to bolster its driver monitoring system.

Some experts, though, don't think any system that relies solely on cameras like Tesla's can ever reach full autonomy.

Sterling Anderson, chief product officer and co-founder of Aurora Innovation, a company that makes autonomous driving systems for semis, said his company uses laser and radar sensors in addition to cameras.

Anderson, a former Tesla director of Autopilot, said recently that Aurora's laser sensor, also called lidar, was able to spot a pedestrian along a Texas freeway more than 300 meters (984 feet) ahead in the darkness. The truck's cameras couldn't see the person until it was about 50 meters (164 feet) away, making the situation more dangerous.

"There's no ambient lighting to illuminate that pedestrian," Anderson said. "So any optical system including cameras or human eyes dependent on other light to reflect off an object will fail at that kind of job."

Laser and radar sensors can see far beyond the truck's headlights, he said. "The question really is one of safety, robustness and reliability," Anderson said.

Raj Rajkumar, a professor of computer and electrical engineering at Carnegie Mellon University, said Tesla relies on cameras that are trained on huge data sets. But computers can't foresee every scenario encountered on the roads, and even if they could "tomorrow there will be new scenarios that are not in the data set," he said.

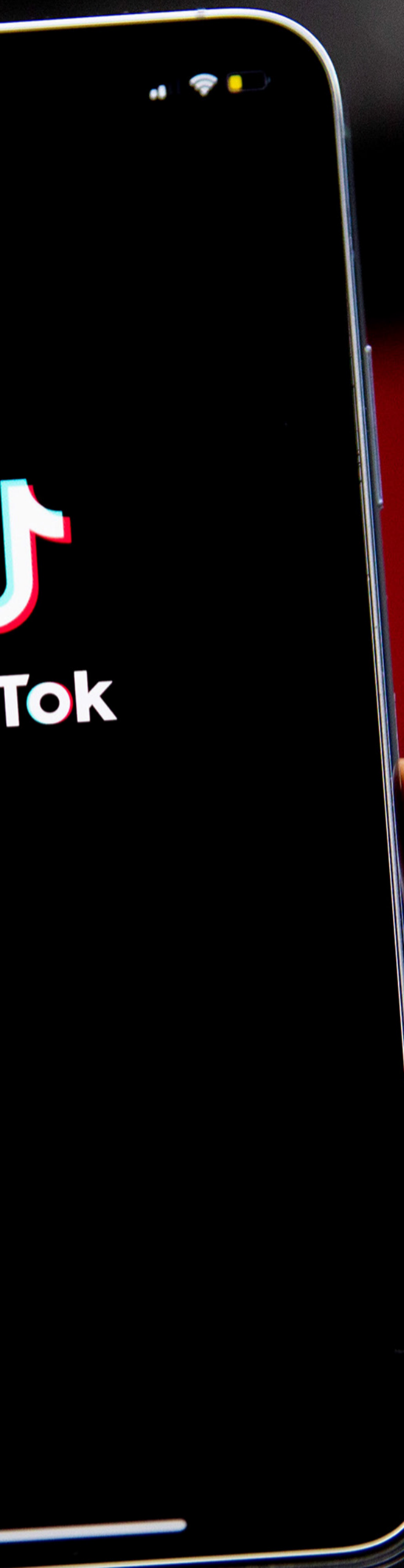
Musk has said before that lidar isn't necessary because humans can drive with just their eyes. "Humans don't shoot lasers out of their eyes to drive," he wrote on X.

SENATE PASSES BILL FORCING TIKTOK'S PARENT COMPANY TO SELL OR FACE BAN, SENDS TO BIDEN FOR SIGNATURE

The Senate passed legislation this week that would force TikTok's China-based parent company to sell the social media platform under the threat of a ban, a contentious move by U.S. lawmakers that's expected to face legal challenges and disrupt the lives of content creators who rely on the short-form video app for income.

President Joe Biden signed a bill Wednesday that could lead to a nationwide TikTok ban, escalating a massive threat to the company's US operations.

A decision made by House Republicans last week to attach the TikTok bill to the high-priority package helped expedite its passage in Congress and came after negotiations with the Senate,



where an earlier version of the bill had stalled. That version had given TikTok's parent company, ByteDance, six months to divest its stakes in the platform. But it drew skepticism from some key lawmakers concerned it was too short of a window for a complex deal that could be worth tens of billions of dollars.

The revised legislation extends the deadline, giving ByteDance nine months to sell TikTok, and a possible three-month extension if a sale is in progress. The bill would also bar the company from controlling TikTok's secret sauce: the algorithm that feeds users videos based on their interests and has made the platform a trendsetting phenomenon.

TikTok did not immediately return a request for comment.

The passage of the legislation is a culmination of long-held bipartisan fears in Washington over Chinese threats and the ownership of TikTok, which is used by 170 million Americans. For years, lawmakers and administration officials have expressed concerns that Chinese authorities could force ByteDance to hand over U.S. user data, or influence Americans by suppressing or promoting certain content on TikTok.

"Congress is not acting to punish ByteDance, TikTok or any other individual company," Senate Commerce Committee Chairwoman Maria Cantwell said. "Congress is acting to prevent foreign adversaries from conducting espionage, surveillance, maligned operations, harming vulnerable Americans, our servicemen and women, and our U.S. government personnel."

Opponents of the bill say the Chinese government could easily get information on Americans in other

BB-38
kTok
ed my life
e better

ways, including through commercial data brokers that traffic in personal information. The foreign aid package includes a provision that makes it illegal for data brokers to sell or rent "personally identifiable sensitive data" to North Korea, China, Russia, Iran or entities in those countries. But it has encountered some pushback, including from the American Civil Liberties Union, which says the language is written too broadly and could sweep in journalists and others who publish personal information.

Many opponents of the TikTok measure argue the best way to protect U.S. consumers is through implementing a comprehensive federal data privacy law that targets all companies regardless of their origin. They also note the U.S. has not provided public evidence that shows TikTok sharing U.S. user information with Chinese authorities, or that Chinese officials have ever tinkered with its algorithm.

"Banning TikTok would be an extraordinary step that requires extraordinary justification," said Becca Branum, a deputy director at the Washington-based Center for Democracy & Technology, which advocates for digital rights. "Extending the divestiture deadline neither justifies the urgency of the threat to the public nor addresses the legislation's fundamental constitutional flaws."

Sen. Ron Wyden, a Democrat who voted for the legislation, said he has concerns about TikTok, but he's also worried the bill could have negative effects on free speech, doesn't do enough to protect consumer privacy and could potentially be abused by a future administration to violate First Amendment rights.

I'm 1 of 170 million
Americans on
TikTok

"I plan to watchdog how this legislation is implemented," Wyden said in a statement.

China has previously said it would oppose a forced sale of TikTok, and has signaled its opposition this time around. TikTok, which has long denied it's a security threat, is also preparing a lawsuit to block the legislation.

"At the stage that the bill is signed, we will move to the courts for a legal challenge," Michael Beckerman, TikTok's head of public policy for the Americas, wrote in a memo sent to employees.

"This is the beginning, not the end of this long process," Beckerman wrote.

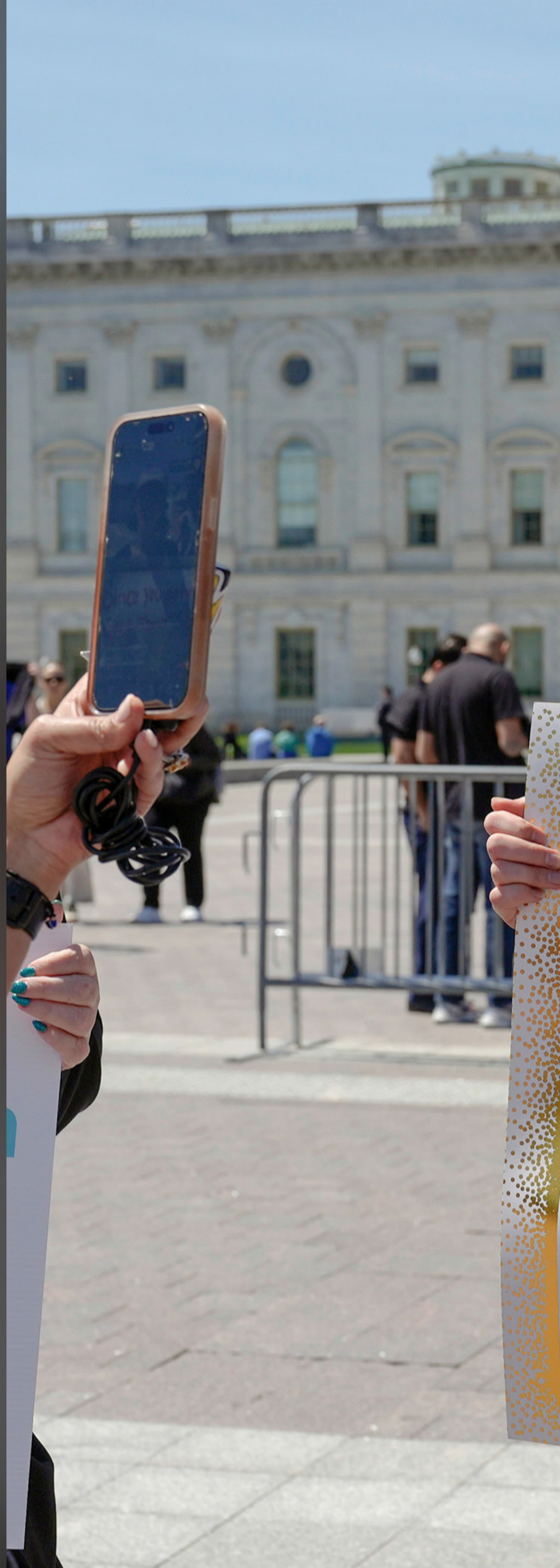
The company has seen some success with court challenges in the past, but it has never sought to prevent federal legislation from going into effect.

In November, a federal judge blocked a Montana law that would ban TikTok use across the state after the company and five content creators who use the platform sued. Three years before that, federal courts blocked an executive order issued by then-President Donald Trump to ban TikTok after the company sued on the grounds that the order violated free speech and due process rights.

The Trump administration then brokered a deal that had U.S. corporations Oracle and Walmart take a large stake in TikTok. But the sale never went through.

Trump, who is running for president again this year, now says he opposes the potential ban.

Since then, TikTok has been in negotiations about its future with the secretive Committee on Foreign Investment in the United States, a little-known government agency tasked with investigating corporate deals for national security concerns.



Since you only
Care about $$$
TikTok added
$24.2 Billion to GDP!

Erich Andersen, a top attorney for ByteDance who led talks with the U.S. government for years, told his team that he was stepping down from his role.

"As I started to reflect some months ago on the stresses of the last few years and the new generation of challenges that lie ahead, I decided that the time was right to pass the baton to a new leader," Andersen wrote in an internal memo that was obtained by the AP. He said the decision to step down was entirely his and was decided months ago in a discussion with the company's senior leaders.

Meanwhile, TikTok content creators who rely on the app have been trying to make their voices heard. Earlier Tuesday, some creators congregated in front the Capitol building to speak out against the bill and carry signs that read "I'm 1 of the 170 million Americans on TikTok," among other things.

Tiffany Cianci, a content creator who has more than 140,000 followers on the platform and had encouraged people to show up, said she spent Monday night picking up creators from airports in the D.C. area. Some came from as far as Nevada and California. Others drove overnight from South Carolina or took a bus from upstate New York.

Cianci says she believes TikTok is the safest platform for users right now because of Project Texas, TikTok's $1.5 billion mitigation plan to store U.S. user data on servers owned and maintained by the tech giant Oracle.

"If our data is not safe on TikTok," she said. "I would ask why the president is on TikTok."

#Keep TikTok

TIKTOK MAY BE BANNED IN THE US. HERE'S WHAT HAPPENED WHEN INDIA DID IT

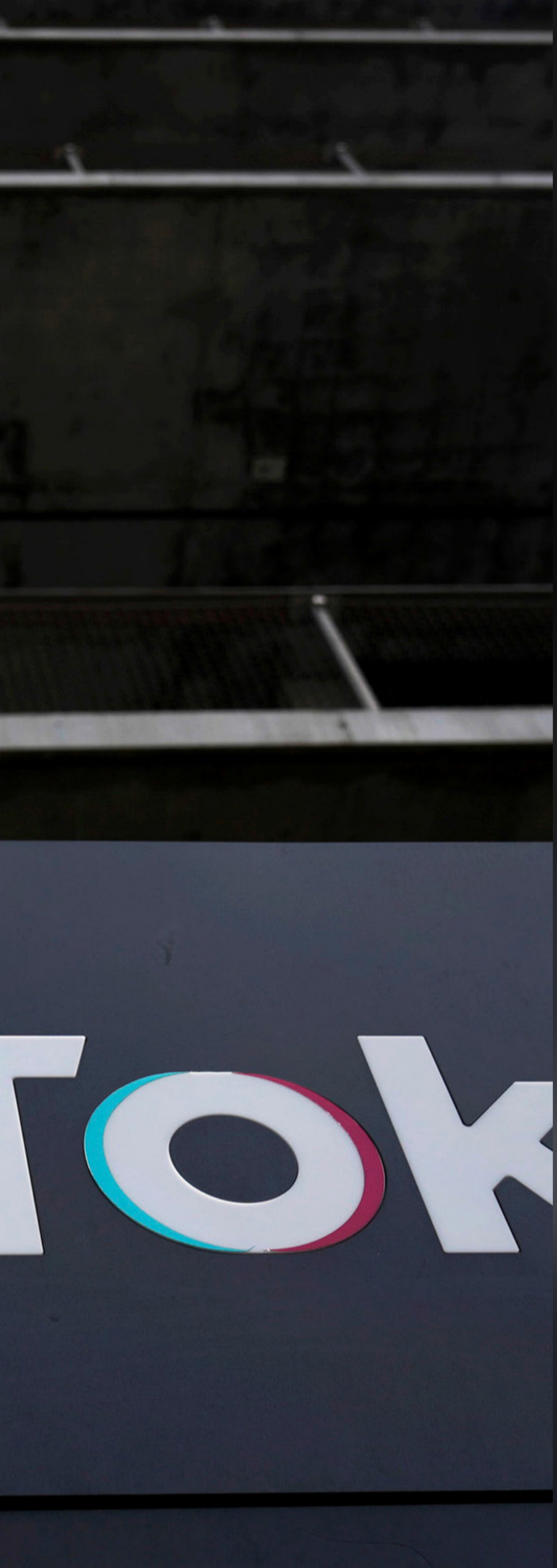
The hugely popular Chinese app TikTok may be forced out of the U.S., where a measure to outlaw the video-sharing app has won congressional approval and is on its way to President Biden for his signature.

In India, the app was banned nearly four years ago. Here's what happened:

WHY DID INDIA BAN TIKTOK?

In June 2020, TikTok users in India bid goodbye to the app, which is operated by Chinese internet

TikT



firm ByteDance. New Delhi had suddenly banned the popular app, alongside dozens other Chinese apps, following a military clash along the India-China border. Twenty Indian and four Chinese soldiers were killed, and ties between the two Asian giants plunged to a new low.

The government cited privacy concerns and said that Chinese apps pose a threat to India's sovereignty and security.

The move mostly drew widespread support in India, where protesters had been calling for a boycott of Chinese goods since the deadly confrontation in the remote Karakoram mountain border region.

"There was a clamour leading up to this, and the popular narrative was how can we allow Chinese companies to do business in India when we're in the middle of a military standoff," said Nikhil Pahwa, a digital policy expert and founder of tech website MediaNama.

Just months before the ban, India had also restricted investment from Chinese companies, Pahwa added. "TikTok wasn't a one-off case. Today, India has banned over 500 Chinese apps to date."

HOW DID USERS AND CREATORS REACT?

At the time, India had about 200 million TikTok users, the most outside of China. And the company also employed thousands of Indians.

TikTok users and content creators, however, needed a place to go — and the ban provided a multi-billion dollar opportunity to snatch up a big market. Within months, Google rolled out YouTube

Shorts and Instagram pushed out its Reels feature. Both mimicked the short-form video creation that TikTok had excelled at.

"And they ended up capturing most of the market that TikTok had vacated," said Pahwa.

In India, TikTok content was hyperlocal, which made it quite unique. It opened a window into the lives of small-town India, with videos coming from tier 2 and 3 cities that showed people doing tricks while laying down bricks, for example.

But for the most part, content creators and users in the four years since the ban have moved on to other platforms.

Winnie Sangma misses posting videos on TikTok and earning a bit of money. But after the ban, he migrated to Instagram and now has 15,000 followers. The process, for the most part, has been relatively painless.

"I have built up followers on Instagram too, and I am making money from it, but the experience isn't like how it used to be on TikTok," he said.

Rajib Dutta, a frequent scroller on TikTok, also switched to Instagram after the ban. "It wasn't really a big deal," he said.

HOW IS INDIA'S BAN DIFFERENT FROM THE U.S.

The legislation to outlaw the app has won congressional approval and now awaits a signature from Biden.

The measure gives ByteDance, the app's parent company, nine months to sell it, and three more if a sale is underway. If this doesn't happen, TikTok will be banned. It would take at least a year

Tok

before a ban goes into effect, but with likely court challenges, it could stretch longer.

In India, the ban in 2020 was swift. TikTok and other companies were given time to respond to questions on privacy and security, and by January 2021, it became a permanent ban.

But the situation in the U.S. is different, said Pahwa. "In India, TikTok decided not to go to court, but the U.S. is a bigger revenue market for them. Also, the Fourth Amendment in America is fairly strong, so it's not going to be as easy for the U.S. to do this as it was for India."

As Chinese apps proliferate across the world, Pahwa says countries need to assess their dependency on China and develop a way to reduce it as the apps can pose a national security risk.

The app is also banned in Pakistan, Nepal and Afghanistan and restricted in many countries in Europe.

"Chinese intelligence law and its cybersecurity law can allow Chinese apps to work in the interest of their own security. That creates a situation of distrust and it becomes a national security risk for others," said Pahwa.

"There should be different rules for democratic countries and for authoritarian regimes where companies can act as an extension of the state," he added.

WHAT YOU NEED TO KNOW ABOUT WRAPPING YOUR CAR

Gaze around the next time you're stuck in traffic and see if you're not surprised, maybe even a little saddened, by the monochromatic sea around you. Modern cars come in a fantastic variety of shapes and sizes, but far fewer explore the more vibrant shades of the color wheel.

The most popular colors for new cars in North America are white, black, gray and silver, according to automotive paint supplier BASF. Together, they constitute about 80% of the colors in new-car production. Drivers seeking more personality might opt for an automaker's

red, blue or forest green offering, but what if you prefer something more expressive? In the past, you would have been limited to an expensive paint job. Today there's another option: a vinyl wrap. Experts answer the top questions related to car wraps.

WHAT'S A VINYL WRAP?

Vinyl wraps are sheets of film, precisely cut and applied to a car's body panels using a heat gun and mild adhesive. They're durable, relatively affordable and, with good care, can last around five years. And if you get bored, they're also relatively easy to remove.

They're also a fast-growing car-customizing trend. If you've ever spotted cars with chameleon, chrome-like finishes, patterns such as stripes and camouflage, or just an off-beat pink or lime green, you've likely seen a vinyl wrap. They can even incorporate graphics, logos and text, offering an ideal way to advertise products and services. Your only constraints are budget and imagination.

HOW MUCH DO THEY COST?

Like a new paint job, the cost of wrapping a car depends on size, style and difficulty of installation. Expect to pay about $3,000 to do a glossy or matte finish wrap on a small sedan. For an SUV, the price will rise to about $4,000. Chrome or metallic finishes require more care during installation so expect to pay anywhere from $6,000 to $8,000 for this eye-catching choice. There's also an additional cost if you want your vehicle's inside door jambs wrapped.

Interestingly, vehicle wrapping is no longer something you can only do with the aftermarket. Tesla offers colored protection wraps for its vehicles as accessories that can be purchased from its website and installed at a few select locations. Tesla's pricing for wraps start at about $6,000.

As with good paintwork, much of the cost is in the prep. Installers wash and detail cars to remove contaminants from the paint and often remove bumpers, headlights and taillights to allow for tighter wrapping. Installers can also use scalpel-like tools to make finer cuts if customers balk at the idea of disassembly.

WHY SHOULD I WRAP MY CAR?

A vinyl wrap is a great, low-cost way to try a new look for your vehicle. A reputable paint job designed to last for many years can cost almost double, or more, than a wrap, and it's a far more permanent solution. Wraps are more versatile, especially if you want to add unique graphics, which would require skilled and expensive hands to replicate with paint.

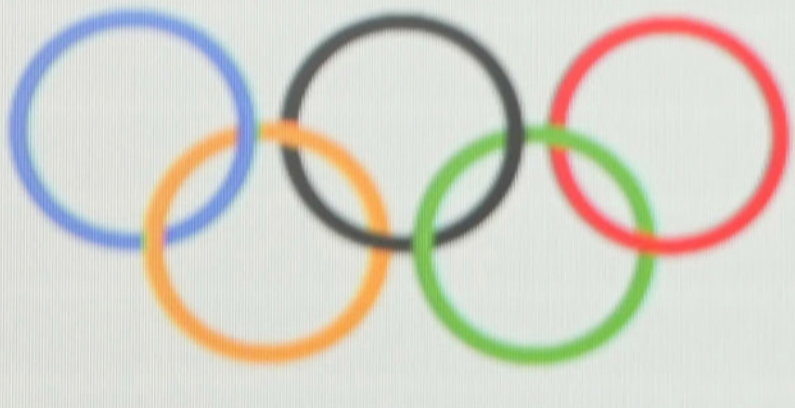
Wraps require more care than paint, however. Sun, snow, salt and rain can exact their toll on a wrap. Owners can minimize the damage with regular washing (avoid the hard bristles of automatic washes), spot-detailing (cleaning off insects and bird and tree droppings) and limiting sun exposure as much as possible (parking inside, using a car cover for prolonged outdoor parking). Sun is a specific threat since prolonged exposure can "bake" the vinyl into the paint, making it harder to remove later.

Typical removal is easy for experienced installers and costs around $500 to $1,000. But if the wrap has fused with the paint and starts to come off in flakes and shards — a nightmare scenario for most installers — costs increase dramatically.

But with a bit of care, you can avoid this scene and instead think about the next vibrant color or design that will set you apart from the sea of silver, black and white cars around you.

A vinyl wrap can breathe life into the look of your car. It's temporary and usually more affordable than a new paint job but requires some care and maintenance to retain its quality.

OLYMPIC ORGANIZERS UNVEIL STRATEGY FOR USING ARTIFICIAL INTELLIGENCE IN SPORTS



SPORTS

OLYMPIC AI AGENDA LAUNCH

Olympic organizers unveiled their strategy to use artificial intelligence in sports, joining the global rush to capitalize on the rapidly advancing technology.

The International Olympic Committee outlined its agenda for taking advantage of AI. Officials said it could be used to help identify promising athletes, personalize training methods and make the games fairer by improving judging.

"Today we are making another step to ensure the uniqueness of the Olympic Games and the relevance of sport. To do this, we have to be leaders of change," IOC President Thomas Bach said at a press event in the velodrome at the Olympic Park in London, which hosted the summer games in 2012.

"We are determined to exploit the vast potential of AI in a responsible way," Bach said.

The IOC revealed its AI master plan as it gears up to hold the Paris Olympics, which are set to kick off in just under 100 days.

The IOC's AI plans also include using the technology to protect athletes from online harassment and to help broadcasters improve the viewing experience for people watching from home. The IOC earns billions of dollars through the sale of broadcast rights for the games.

Some AI projects will be rolled out at the Paris games and the IOC has set up a working group on the technology to further drive its adoption in sport, Bach said, without being more specific.

The local organizers of the Paris games have sparked controversy with their plans to use artificial intelligence for security, with a video

surveillance system that includes AI-powered cameras to flag potential security risks such as abandoned packages or crowd surges. Digital watchdog groups fear that a proposal to legalize smart surveillance systems, even if only temporarily, will infringe on privacy, though the French government insists the systems won't use facial recognition technology.

Asked about the concerns, Bach told reporters it's up to the authorities in the host country, not the IOC, to decide on "the best tools to apply to secure the games."

"What we have seen from the French government and from the authorities is that the efforts to ensure security in Paris are really, on a very wide scope, very professional. So we have all confidence in the French authorities," he said.

Skier Lindsey Vonn said she was envious of the AI-powered tools that weren't available when she was starting out.

Vonn said back in the day she took notes by hand in her performance diary on how different skis, boots and the temperature affected her performance. Nowadays, tablets are used to instantly crunch much more data, as well as give a side-by-side video comparison of the best racing line. AI can supercharge those analytical tools, she said.

"It's not replacing athletes, it's not replacing coaching. But I think it's just another tool that can be used in a positive way to perform better," Vonn said.

The IOC has partnered with Intel to scout out potential athletes in overlooked places. The tech company took its equipment to Senegal,

where they visited five villages and analyzed the athletic ability of a thousand children, by measuring how high they could jump and how fast they could react.

Using AI to analyze the results, "we found 40 that are really promising," said Christoph Schell, Intel's chief commercial officer.

The shortlisted kids' results were then run through an algorithm that recommended what sports they'd be good at, he said.

Olympic officials are also aware of AI risks. Bach warned against allowing machines to be the ultimate arbiter of a young athlete's career. Someone who's a "great athlete in wrestling must still have the chance to play tennis and cannot be sorted out" by the algorithms, he said.

MICROSOFT & AMAZON FACE SCRUTINY FROM UK COMPETITION WATCHDOG OVER RECENT AI DEALS

British competition regulators said this week they'll scrutinize recent artificial intelligence deals by Microsoft and Amazon over concerns that the moves could thwart competition in the AI industry.

The Competition and Markets Authority said it's looking into Microsoft's partnership with France's Mistral AI and the company's hiring of key staff from another startup, Inflection AI. The watchdog also separately announced that it's investigating Amazon's $4 billion investment in San Francisco-based Anthropic.

Big Tech companies have been pouring money into generative AI startups amid growing public and business interest in the technology, but the investments have also drawn attention from antitrust authorities.

The U.K. watchdog said it was seeking comments from "interested third parties," before deciding whether to carry out an in-depth antitrust investigation.

"We will assess, objectively and impartially, whether each of these three deals fall within U.K. merger rules and, if they do, whether they have any impact on competition in the U.K.," the watchdog's executive director of mergers, Joel Bamford, said in a statement.

Microsoft said it will provide the watchdog with the information it needs to carry out its inquiries.

"We remain confident that common business practices such as the hiring of talent or making a fractional investment in an AI start-up promote competition and are not the same as a merger, the company said.

amazon

Microsoft last month hired Mustafa Suleyman, who co-founded Google's DeepMind AI research lab, to head up its consumer artificial intelligence business, along with the chief scientist and several top engineers and researchers from Inflection, his AI startup.

Microsoft also teamed up earlier this year with Mistral, which has become France's AI darling after being founded only last year. That followed Microsoft's previous existing partnership with ChatGPT maker OpenAI, which is also facing scrutiny from the CMA.

Amazon, meanwhile, has spent billions for a minority stake in Anthropic. The two companies are collaborating to develop so-called foundation models, which underpin the generative AI systems that have captured global attention.

"It's unprecedented for the CMA to review a collaboration of this type," Amazon said in a statement. "Unlike partnerships between other AI startups and large technology companies, our collaboration with Anthropic includes a limited investment, doesn't give Amazon a board director or observer role, and continues to have Anthropic running its models on multiple cloud providers."

The CMA said it's stepping up its scrutiny of the market for foundation models after it published a report that highlighted the risk that powerful companies could use partnerships with key AI players to strengthen their positions.

crosoft

TENSIONS BETWEEN BEIJING AND WASHINGTON ARE THE BIGGEST WORRY FOR US COMPANIES IN CHINA, REPORT SAYS

Simmering tensions between Beijing and Washington remain the top worry for American companies operating in China, according to a report by the American Chamber of Commerce in China released this week.

The survey of U.S. companies said inconsistent and unclear policies and enforcement, rising labor costs and data security issues were other top concerns. It also said that, despite the insistence of Chinese leaders that Beijing

welcomes foreign businesses, many still are hindered from free competition.

"The Chinese government has stated that it encourages foreign direct investment, but many of our members continue to encounter barriers to investment and operations including policies that discriminate against them and public relations campaigns that create suspicion of foreigners," the report said.

The report welcomed an improvement in relations in 2023 that was capped by summit meetings of Chinese leader Xi Jinping and President Joe Biden, but said the U.S. presidential election in November was "looming large" over the future business environment.

It's unclear what ramifications a victory for either Biden or former President Donald Trump might have for relations. But Trump could deepen a trade war he started during his first term. His tough rhetoric on China and isolationist approach to foreign policy could ramp up uncertainties.

More recently, U.S. Treasury Secretary Janet Yellen visited Beijing, where she raised concerns that potential overcapacity in Chinese industries — such as electric vehicles, steel making and solar panels — might crowd out U.S. and other foreign manufacturers.

The fact that such visits are taking place shows "that on difficult issues, the two governments are talking and they're able to do so in a way that's not acrimonious. So that was very positive," said the chamber's chair, Sean Stein.

The Chamber sees high-level exchanges and communication between the two sides as a top priority, the report said.

American businesses are frustrated by slow progress on promises by China to level the playing field between foreign and Chinese companies, the report said. Meanwhile, heightened U.S. export controls and other restrictions have raised the costs of doing business.

"So the end result is companies are getting squeezed between the two governments, and on the regulatory front, what we're seeing is it's not getting easier to do business in China; it's getting harder," Stein said.

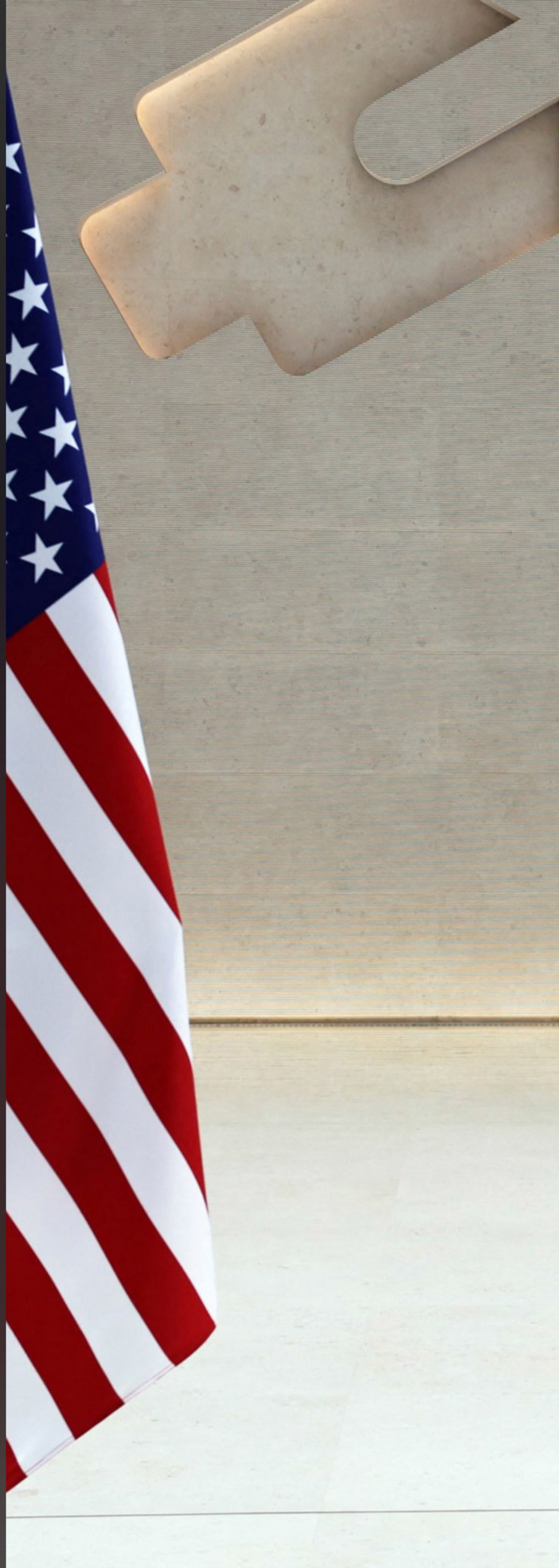
American companies operating in China saw improved profits last year, though slightly less than half expect to be profitable in 2024.

Still, many members of the American Chamber said they were more optimistic about growth of China's own economy.

Among its many recommendations the report urged China to create and implement "transparent and practical economic policies which treat domestic and foreign entities equally."

Referring to concerns that business people are at risk of being caught up in accusations they have violated China's national security, it also appealed to China's leaders to clarify and narrow the scope of the country's anti-espionage law to prevent it from interfering with normal business operations.

Such requests follow repeated raids on foreign companies that Chinese authorities say were conducted on national security grounds. Raids on consulting companies also tend to hinder foreign companies from assessing the business



AmCham

environment, leaving less willing to invest, said Lester Ross, a co-chair of the chamber's policy committee.

The report also had recommendations for the U.S. side, including providing clear visa policies for Chinese students to show they will be welcomed. Similarly, American students should be encouraged to study in China, the report said.

It also called on U.S. officials to avoid resorting to unilateral controls that may be ineffective and fail to meet goals for national security and foreign policy. Washington should engage with Chinese companies to allow them to address export control concerns such as military use of civilian technologies before the companies are subjected to sanctions, it said.

The 617-page bilingual report provided hundreds of recommendations spanning a wide variety of industries, from sports and online streaming to occupational safety issues and rural traffic management.

American companies generally are not planning to move supply chains out of China given how large and important it is as a market of 1.4 billion people. But their willingness to increase investments there and make it their strategic focus has been decreasing as its advantages diminish, the report said.

US ADVANCES REVIEW OF NEVADA LITHIUM MINE AMID CONCERNS OVER ENDANGERED WILDFLOWER

The Biden administration has taken a significant step in its expedited environmental review of what could become the third lithium mine in the U.S., amid anticipated legal challenges from conservationists over the threat they say it poses to an endangered Nevada wildflower.

The Bureau of Land Management released more than 2,000 pages of documents in a draft environmental impact statement last week for the Rhyolite Ridge mine. Lithium is a metal key to the manufacture of batteries for electric vehicles — a centerpiece of President Joe Biden's "green energy" agenda.

Officials for the bureau and its parent Interior Department trumpeted the news, saying the progress in the review of the lithium-boron mine project "represents another step by the Biden-Harris administration to support the responsible, domestic development of critical minerals to power the clean energy economy."

"Federal agencies cooperating to solve issues efficiently while protecting vulnerable species and other irreplaceable resources is exactly how we will need to move forward if we're going to produce these critical minerals in the United States," said Steve Feldgus, deputy assistant Interior secretary for land and minerals management.

Environmentalists vowing to fight the mine say it's the latest example of the administration running roughshod over U.S. protections for native wildlife and rare species in the name of slowing climate change by reducing reliance on fossil fuels and cutting greenhouse gas emissions.

Patrick Donnelly, Great Basin director at the Center for Biological Diversity, described it as "greenwashing extinction." The nonprofit conservation group first petitioned in 2019 for federal protection of the rare flower, Tiehm's buckwheat, which grows near the California line.

"We believe the current protection plan would violate the Endangered Species Act, so if BLM approves it as proposed, we almost certainly would challenge it," he told last week.

Nevada is home to the only existing lithium mine in the U.S. and another is currently under construction near the Oregon line 220 miles (354 kilometers) north of Reno. By 2030, worldwide demand for lithium is projected to have grown six times compared to 2020.

The bureau said it published the draft review and opened public comment through June 3 for the new mine after Ioneer Ltd., the Australian mining company that's been planning for years to dig for lithium at this site, adjusted its latest blueprint to reduce destruction of critical habitat for the plant, which exists nowhere else in the world.

Bernard Rowe, Ioneer's managing director, said lithium production could begin as early as 2027. He said the company has spent six years adjusting their plans so the mine can co-exist with the plant, invested $2.5 million in conservation efforts and committed an additional $1 million annually to ensure the plant and its surrounding habitat are protected.

"Rhyolite Ridge will help accelerate the electric vehicle transition and secure a cleaner future for our children and grandchildren," Ioneer Executive Chairman James Calaway said.

In addition to scaling back encroachment on the 6-inch-tall (15-centimeter-tall) wildflower with yellow and cream-colored blooms, the strategy includes a controversial propagation plan to grow and transplant flowers nearby — something conservationists say won't work.

The plant grows in eight sub-populations that combined cover approximately 10 acres (4 hectares) — an area equal to the size of about eight football fields. They're located halfway between Reno and Las Vegas in a high-desert oasis of sorts for the plants and the insects that pollinate them.

The Fish and Wildlife Service added the flower to the list of U.S. endangered species on Dec. 14, 2022, citing mining as the biggest threat to its survival.

Less than a week later, the government published a formal notice of intent to begin work on the draft environmental impact statement. Three weeks after that, the Energy Department announced a $700 million conditional loan to Ioneer for the mining project it said could produce enough lithium to support production of about 370,000 electric vehicles annually for four decades.

The Center for Biological Diversity said a series of internal documents it obtained from the Bureau of Land Management through a request under the Freedom of Information Act show the administration has rushed its review of the mine.

Scott Distell, BLM's project manager in charge of the review, raised concerns about the expedited schedule in an email to his district boss when it suddenly was accelerated in December 2023.

"This is a very aggressive schedule that deviates from other project schedules on similar projects completed recently," Distell wrote in the Dec. 22 email.

The draft environmental impact statement lays out three different options for the project, including a "no-action alternative" that would mean no mine would be built. The one the bureau said it prefers anticipates Ioneer's protection plan would allow for direct destruction of about 22% of the plant's habitat in the 910 acres (368 hectares) the Fish and Wildlife Service designated as critical habitat when it listed it as endangered. That's down from an estimated 38% in an earlier version of the plan.

"For an extremely rare species confined to such a small area, no amount of destruction of its critical habitat is acceptable," said Naomi Fraga, director of conservation at the California Botanic Garden.

Donnelly points to the Endangered Species Act's requirement that federal agencies consult with the Fish and Wildlife Service whenever a project could affect a threatened or endangered species to ensure it won't "result in the destruction or adverse modification of designated critical habitat."

"Reducing the destruction of this rare plant's habitat from 38% to 22% is like cutting off one leg instead of both," Donnelly said. "They're still dealing a fatal blow to this precious, rare wildflower."

YOUR BRAND HAS NEVER BEEN IN SUCH GOOD COMPANY

ads@techlifenews.com

MindfieldDigital™

MASTHEAD

TECHLIFE NEWS INTERNATIONAL
TechLifeNewsMagazine.com

SOCIAL NETWORKS

X.com
@Techlife_News
x.com/#!/Techlife_News

Facebook
facebook.com/TechlifeNews

SUBSCRIPTIONS

TechLife News Website
techlifenewsmagazine.com

iTunes App Store™ / Newsstand
itunes.apple.com/app/techlife-news/id529054466?mt=8

CONTACTS

Executive Director - ceo@techlifenewsmagazine.com
Relationship Management - crm@techlifenewsmagazine.com
Editor - editor@techlifenewsmagazine.com
Advertise - ads@techlifenewsmagazine.com
Social Network - network@techlifenewsmagazine.com
Promotions - promo@techlifenewsmagazine.com

EXECUTIVE DIRECTOR

Ivan Castilho
Chief Executive Officer / Head of Design Conception

MINDFIELD DIGITAL ART & GRAPHIC DESIGN

Milene Mencari
Graphic Production Coordinator

Saulo Cardoso
Graphic Design Producer

Natielly Dias
Graphic Design Producer

Claudio Magalhaes
Graphic Design Producer

NEWS WEBSITE

Jack Crute
Newsroom Production

MAGAZINE EDITORIAL CONTENT

Benjamin Kerry
Chief Editor

WRITERS

Precise English Inc.
Gavin Lenaghan
Craig Lenaghan
Shanon O'Dovovan

COLUMNS

DIGITAL ENTERTAINMENT REVIEW
Gavin Lenaghan

FINANCE NEWS
Associated Press / Bloomberg

REVISION

Gavin Lenaghan
Jack Crute

PRODUCTION SUPPORT / COLLABORATORS

Rui da Costa
Segolene Vincent
Fabian Groenhof
Lise Berda
James Jarvis
Richard Sawyer
Lauren Brown
Matthew Coburn
Jeffrey Milks
Susan Kiesling
Raquel Serrano
Robert Fluellen
Lisa Swiniarski
Roger Gayalkar
Icy Ventura
Pilar Bescos
Candice Liu
Sharnae Hughes
Saikumar B
Ryan Szloch
Ryan Szloch
Ciera Chang
Trevor Carroll
Oscar Garcia
Jenny Marry
Sierra Simon
Sharon Ferraro
Devesh Kamal

PRIVACY POLICY

techlifenewsmagazine.com/privacy-policy/

TERMS OF USE

techlifenewsmagazine.com/terms-of-use/

TECHLIFE NEWS© Copyright 2024-2012. All Rights Reserved.

No part of the document may be circulated, quoted, or reproduced for distribution without prior written approval. Proper Trademark Notice and Attribution iPad, iPhone, Apple Watch, AirPods, AirTag, HomePod, Mac, iMac, Macbook, iOS, iPadOS, macOS are trademarks of Apple Inc., registered in the U.S. and other countries. Please contact support for additional trademark ownership rights information. The following is a list of Apple's trademarks and service marks http://www.apple.com/legal/ trademark/appletmlist.html. All other trademarks are the properties of their owners.

TechLife News is an independent publication and has not been authorized, sponsored, or otherwise approved by Apple Inc., Alphabet Inc., Google, Facebook, Microsoft Inc. or any other technology company or brand.

TechLife NEWS

TechlifeNews.com